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ACADEMIC TEACHING EXPERIENCE

Lecturer, Rowe School of Business, Dalhousie University   01/13 – present
Work Term One, Two and Three (COMM 2801, 3801, & 3802)
- Design academic work term report guidelines for three required work term courses as a key component of the Bachelor Commerce Co-op Program, resulting in increased students' ability to benefit from their work integrated learning experience
- Provide effective individual guidance and timely support to students while on work term
- Present to students prior to work term experience to increase understanding of work term report requirements
- Instructor for 80 sections of the mandatory Commerce Co-op work term courses (COMM 2801, 3801, 3802) involving the evaluation of more than 8,000 students within established requirements

Personal & Professional Development II (COMM 1712)   01/21 – present
- Create course content to develop effective critical self-reflection, SMART Goal development, and business relationships skills to assist in developing and growing a professional career
- Provide a clear overview of the academic work term courses in terms of course structure and content including an overview of academic reports
- Work closely with Management Career Services to include techniques for searching for a position, creating job application documents, and which covers the skills necessary to secure the three mandatory work terms in the Bachelor of Commerce Co-op Program.

Internship (MGMT 4896, 4897, & 4898)   09/21 – present
- Design academic report guidelines for 8 and 12 month optional internship in the Bachelor of Management Program, resulting in the benefits of a work integrated learning experience
- Provide effective individual guidance and timely support to students while on internship
- Instructor for sections of the optional Management Internship courses (MGMT 4896, 4897, 4898) involving the evaluation of over 20 students within established requirements

Accreditation Coordinator, Rowe School of Business, Dalhousie University   09/14 – present
- Support the development and ongoing revision of Assurance of Learning (AOL) for all five programs that fall within the scope of accreditation
- Create and manage AOL Curriculum Chart and AOL data collection plan for all five accredited programs
- Collect data/measures/rubrics and samples of student work from instructors and Management Career Services pertaining to AOL
- Coordinator of the Rowe School of Business Assurance of Learning Committee
- Assist the Associate Director of the Rowe School of Business in the preparation of reports for accreditation
- Organized materials and prepared AOL data for Peer Review for reaccreditation
- Responsible for all on site activities during the three-day Peer Review Site Visit in March 2019

Lecturer, Department of Marketing, Saint Mary's University   09/99 – 09/19
- Contracted on both a part-time and a full-time basis to teach more than 70 sections of a wide variety of marketing courses (specifics provided below)
- Completed four, nine-month, sessional contracts (3 courses per term) and met marking deadlines for up to 200 students without a marker or teaching assistant
- Utilized both uncoordinated and coordinated curriculum formats to achieve course learning objectives
- Developed considerable experience using a variety of individual and group evaluation methods, including quizzes, presentations, electronic market simulations, examinations, case analysis, and marketing plans (general and promotional)

Graduate Level Marketing Courses
- Marketing Management (4 sections)
- Consumer Behaviour (1 section)
- Integrated Marketing Communications (1 section)
- Strategic Marketing (1 section)

Undergraduate Level Marketing Courses
- Introduction to Marketing (24 sections)
- Marketing Management (15 sections)
- Integrated Marketing Communications (9 sections)
- Consumer Behaviour (8 sections)

- Retail Management (8 sections)
- Marketing Research (2 sections)
- Channels (1 section)

Lecturer, Business & Tourism, Mount Saint Vincent University   01/12 – 04/13
- Taught Advertising Theory and Practice and Retailing Management
- Teaching methods utilized included cases, YouTube and social media, and in-class exercises

Lecturer, Rowe School of Business, Dalhousie University   01/11 – 04/11
- Taught Marketing Communications and Marketing Management
- Teaching methods utilized included cases, speakers, and in-class exercises
- Utilized current examples in both courses to demonstrate applied marketing theory

PROFESSIONAL EXPERIENCE

Research Consultant, Management Career Services   02/18
- Provided guidance with questionnaire design to assess the Commerce Co-op Orientation a series of online and in-class modules to prepare students for their work terms.

Marketing Director, Bedford Titans Soccer Association   01/14 – 08/17
- Created and managed promotional strategies to grow membership by 3%
- Managed sponsorship of approximately $6,000 to assist to cover jerseys and other equipment
- Assisted in designing membership satisfaction survey
- Organized, scheduled, and managed Youth Coaches to provide support for approximately 250 players aged four to eight

Research Consultant, Dalhousie Professional & Managerial Group (DPMG)   11/16 – 02/17
- Conducted research with DPMG membership to assist the association in the development of strategic priorities
- Designed focus group discussion guide and self-administered questionnaire
- Moderated two focus groups with DPMG members

Consultant   01/05-12/05
- Independent consultant to assist with specific projects
- Provided focus group research services and specific responsibilities included designing research tools, moderating & preparing reports

Senior Research Consultant, Bristol Group/OmniFacts Research   05/94 – 12/02
- Responded with formal proposals, often under tight deadlines, to a variety of RFPs from both the public and private sector to secure marketing research contracts valued from $5,000 to $50,000
- Effectively developed, executed, and managed qualitative and quantitative projects for a broad range of clients in a variety of fields including telecommunications, agricultural, not-for-profit, cultural, political parties, and various levels of government
- Provided clients with both top line summaries and detailed analysis with recommendations of research findings, often within aggressive time frames
- Research included: advertising and brand name testing, communication evaluations, market potential assessments, tracking studies, employee surveys and social research
- Performed business development for new clients as well as increased breadth of services provided to current clients

EDUCATION

Master of Business Administration, Marketing Concentration	09/88 – 05/90

Saint Mary's University, Halifax, Nova Scotia

Bachelor of Commerce, Marketing & Management Double Major	09/84 – 05/88

Saint Mary's University, Halifax, Nova Scotia
Graduated with distinction

PROFESSIONAL MEMBERSHIPS

Co-operative education and work-integrated learning Canada (CEWIL Canada)	09/18 - present

Co-operative education and work-integrated learning Atlantic (CEWIL Atlantic) (Formerly Canadian Association for Co-operative Education - CAFCE Atlantic)	08/13 - present

American Marketing Association	01/14 – 01/19

COMMITTEE MEMBERSHIP

Teaching and Learning Committee, Member — 08/23 - present
- Meet to discuss and further teaching as well as learning practices

Teaching Community of Practice, Faculty of Management, Dalhousie University — 09/17 - present
- Meet to discuss unique teaching practices in the classroom and research interest

Coordinator of Assurance of Learning Committee, Dalhousie University — 09/14 – present
- Organize meetings, set agendas, take minutes as well keep all documentation on file.
- Participate in research project related to co-op

Master of Science of Business, Rowe School of Business (ex-officio) — 06/21 – 07/23
- Represent Assurance of Learning (AOL) interests at each program meeting
- Present AOL data to Committee to determine and implement program improvements as needed

MBA Program Committee, Rowe School of Business (ex-officio) — 01/18 - 07/23
- Represent Assurance of Learning (AOL) interests at each program meeting
- Present AOL data to Committee to determine and implement program improvements as needed
- Assisted in the collection and proofing of course outlines for the new Master of Business Administration Program proposal which involves combining the Corporate Residency MBA and the MBA Financial Services and Leadership program

Bachelor of Commerce Program Committee, Rowe School of Business (ex-officio) — 09/14 – 07/23
- Represent Assurance of Learning (AOL) interests at each program meeting
- Present AOL data to Committee to determine and implement program. improvements as needed

Bachelor of Management Program Committee, Faculty of Management (ex-officio) — 09/14 – 07/23
- Represent Assurance of Learning (AOL) interests at each program meeting
- Present AOL data to Committee to determine and implement program improvements as needed

COMMITTEE MEMBERSHIP
(Continued)

Co-Chair Research Committee, CEWIL Atlantic   06/14 – 06/22
- Conducting research to provide a better understanding of Co-operative Education
- Completed research to participate in creation of *Show me the money: wage subsidies for co-op students in Atlantic Canada* presentation for the 2019 CEWIL Atlantic Conference
- Created and participated in *Research Presentation for Professional Development Conference*: MPHEC Comparison of Co-op and Work Experience
- Produced an infographic highlighting key findings titled "*The Co-op Advantage – The Impact of Participation in Co-op Education on Class of 2012 Graduate Outcomes In the Maritime Provinces.*"

Student Engagement Cluster – Experiential Learning Cluster, Dalhousie University   01/22 06/22
- Conducted an environment scan of experiential learning activity at completing universities.
- Reviewed early results form a parallel initiative that conducted a scan of course-based experiential learning offerings across Dalhousie's campus.
- Discussed opportunities that exit to develop new experiential learning and/or connect more Faculty of management students to existing experiential learning.

Rapid Taskforce on One Term Teaching Policy, Dalhousie University   05/22
- Prepare a policy for one term teaching to ensure equality for all eligible individuals

Co-op Student of the Year Award Committee, Rowe School of Business   02/17 - 02/22
- Evaluated student nominee packages based on established evaluation rubric
- Represented academic viewpoint in consideration of nominated students for the award

Co-op Employer of the Year Awards Committee, Dalhousie University   02/17, 02/18, 02/19, 02/22
- Assessed approximately 30 employers nominated in up to 10 individual categories
- Represented academic viewpoint for the Faculty of Management in consideration of a wide variety of learning environments and mentorship provided to Dalhousie University co-op students

Corporate Residency MBA Program Committee, Rowe School of Business (ex-officio)   09/14 – 11/17
- Represent Assurance of Learning (AOL) interests at each program meeting
- Present AOL data to Committee to determine and implement program improvements as needed

Master of Business Administration Financial Services, Rowe School of Business (ex-officio) 09/14 – 11/17
- Represent Assurance of Learning (AOL) interests at each program meeting
- Present AOL data to Committee to determine and implement program improvements as needed

Hiring Committee, Business Communication Instructor, Dalhousie University   04/17
- Participated in the evaluation and selection of the most appropriate candidate for the position

Rapid Taskforce of Limited Term Faculty Members, Dalhousie University   04/15
- Update metrics for assessing the professional qualifications for accreditation (AACSB) purposes

ACCREDITATION PROFESSIONAL DEVELOPMENT

Incorporating Guiding Principles in Business Education Curriculum webinar   08/22
Association to Advance Collegiate Schools of Business (AACSB)
- Discover how universities can use online modular content to foster lifelong learning, deliver content related to AACSB's guiding principles, and enhance the learner's experience to include the following areas:
  - Demonstrate ways AACSB's guiding principles make a positive impact on the world.
  - Employ one of the constructs for integrating guiding principles into your business curriculum.
  - Conduct effective strategies for fostering life-long learning.

Centre for Learning and Teaching Summer Assessment Retreat   07/22
Dalhousie University
- Different aspects of course assessments and explored a range of topics and considerations for creating and supporting effective student-centered assessments for learning.
  - Conceptualizing Assessments, Assessments and Academic Integrity, Finding the Right Assessments, Reflective Assessments, Designing Assessments that are Equitable, Inclusive, and Accessible, Assessments and Large Classes, How Feedback Can Support Student Learning, Rubrics (for learning), Assessing Your Assessments & Ungrading

Assurance of Learning Seminar I: Foundation and Fundamentals   10/21
Association to Advance Collegiate Schools of Business (AACSB)
- Focusing on Standard 5: Assurance of Learning of the 2020 AACSB Accreditation Standards, the virtual seminar will explore indirect measures, Table 5.1, and other updates to Assurance of Learning (9 hours)

Assurance of Learning Seminar II: Data, Decision-Making, and Continuous Improvement   10/21
Association to Advance Collegiate Schools of Business (AACSB)
- Focusing on the 2020 AACSB Accreditation Standards, the virtual seminar will provide AoL plan and data set examples, explore curriculum and course mapping, and share expectations under the new standards (9 hours)

Closing the Loop in an Online Learning Environment: Assessment Process   04/20
Challenges and Solutions
Association to Advance Collegiate Schools of Business (AACSB)
- Webinar to learn how to augment your current assessment plan by tailoring it to the current educational realities we are all dealing with because of Covid 19. Specific topics covered:
  - Approaches to assessment and the assessment cycle
  - Challenges brought about by sudden changes to traditional modes of teaching and assessment
  - Online assessment options and student motivation

AACSB Continuous Improvement Review Seminar (7 Hours)   06/17
Association to Advance Collegiate Schools of Business (AACSB)

AACSB International Assessment Seminar II (14 Hours)   01/16
Association to Advance Collegiate Schools of Business (AACSB) Seminar   01/16

AACSB International Assessment Seminar I (14 Hours)   06/15
Association to Advance Collegiate Schools of Business (AACSB)

ACCREDITATION PROFESSIONAL DEVELOPMENT
(Continued)

Rubrics and Feedback: Communicating with Students About Assessment	10/14

Dalhousie Faculty of Management Teaching Workshop

Rubric Workshop for Assurance of Learning — 09/14
Dalhousie University

AACSB "Closing the Loop" – Social Media Showcase — 11/12
Saint Mary's University

AACSB "Closing the Loop" – Developing Student Presentation Skills — 02/12
Saint Mary's University

AACSB "Closing the Loop" – Developing Student Information Literacy Skills — 02/12
Saint Mary's University

WORK INTERGRATED LEARNING PROFESSIONAL DEVELOPMENT

CEWIL Canada's Regional Day of Learning — 11/23
Emerging Trends in WIL - Atlantic
- Sea Change: Atlantic Canada's New Demographic and Economic Landscape
- Decoding the Future
- Bridging the Gaps, Nova Scotia's Study and Stay™ Programs Championing International Student Supports in Nova Scotia in a Rapidly Changing Global Environment
- iHUB Panel

CEWIL Conference 2023 – WIL: A Sea of Opportunity — 06/23
Co-operative Education and Work-Integrated Learning Canada (CEWIL Canada)
- Barriers to Access and Inclusion in Experiential and Work-Integrated Learning: Exploring Institutional Trends and Developing Recommendations
- Behavioural Insights and WIL: A Roundtable Conversation
- Bridging the Path to Employability: Using work-integrated learning to boost outcomes for international students
- Equity Diversity and Inclusion: Lessons Learned from an Innovative WIL Program for Students with a Disability
- Re-imagining On Campus Work/Study Programming through a WIL Lens (Encouraging structured reflection and formalizing Work/Study on the student transcript)
- Spotlight on student skills: What do you see as the primary traits or skills students need for the future?
- Workplace Friendships in Work-Integrated Learning: Exploring Developmental Factors
- "Everything was Frankly Useless": Effective Modalities of WIL-Readiness Training for a Post-Pandemic World

Innovative Approaches to Attract Tomorrow's Talent — 02/23
Co-operative Education and Work-Integrated Learning Canada (CEWIL Canada)
- Co-operative education and internship programs are tried, assessed and true practices for attracting and recruiting new talent. Innovative strategies to reach the next generation of talent in an environment where jobs are plenty, competition is fierce, and new graduates are looking for more than a pay cheque, attracting new talent takes some out of the box thinking.

WORK INTERGRATED LEARNING PROFESSIONAL DEVELOPMENT
(Continued)

Navigating norms: supporting international students in WIL and (re)establishing professional identities   02/23
Co-operative Education and Work-Integrated Learning Canada (CEWIL Canada)
- Webinar discussing findings relating to international students experiencing Canadian cultural norms, challenges/barriers, and recommendations for delivering culturally relevant WIL

Developing Your Cultural Intelligence   12/22
Co-operative Education and Work-Integrated Learning Canada (CEWIL Canada)
- Working with a complex mix of diverse people and diverse cultures requires well-developed intercultural competencies for successful engagement with stakeholders. Workshop introduced the practitioner aspects of the Cultural Intelligence (CQ) model for developing intercultural competencies. CQ is a globally recognized way of assessing and improving effectiveness in culturally diverse situations. To develop knowledge capital on how we, as a community, can develop our intercultural effectiveness, and thereby, advance internationalization goals.

CEWIL 2022 Conference - Growing the Future of WIL   06/22
Co-operative Education and Work-Integrated Learning Canada (CEWIL Canada)
- Behavioural Insights and WIL: A Roundtable Conversation
    - Spotlight on student skills: What do you see as the primary traits or skills students need for the future?
    - Nourishing Transformative Change: Advocating Today for the WIL of Tomorrow
    - Workforce Realities of Equity, Diversity, & Inclusion – Viewed Through a Campus Recruitment Lens
    - Bridging the Path to Employability: Using work-integrated learning to boost outcomes for international students
- Equity Diversity and Inclusion: Lessons Learned from an Innovative WIL Program for Students with a Disability
    - Cultivating Campus: Your opportunity to hear from our Industry and Community Partners
    - How Are Co-op and Other WIL Students Different?
    - Co-op Work Term Assignments: Overview of Learning Assessment Practices and Student Reflections
    - Workplace Friendships in Work-Integrated Learning: Exploring Developmental Factors
    - Re-imagining On Campus Work/Study Programming through a WIL Lens (Encouraging structured reflection and formalizing Work/Study on the student transcript)
    - Experiential (R)Evolution: Building Equitable and Inclusive WIL Opportunities
    - Creating relevant work experiences in work-integrated learning programs: Examples of doing it right

Co-op & Careers Professional Development Day   06/22
Dalhousie University – SITE Co-op, MCS & Bissett Student Success Centre
- Event consisted of presentations from special guests Vicki Mackintosh and Theresa Meuse, team-building activities, and networking opportunities.

Attracting, Recruiting and Developing Tomorrow's Talent   12/21
Future Workforce
- Panel of employers discussed what's worked and what has not over the past months and where they see campus recruiting headed in the months to come.

WORK INTERGRATED LEARNING PROFESSIONAL DEVELOPMENT
(Continued)

Turning it Around: Taking Experiential Learning Online   07/20
Dalhousie University, Centre for Teaching and Learning
- Simulations-based experiential learning activities and learner assessment are deeply integrated into the curricula of the health professions at Dalhousie University and are primarily delivered through the Centre for Collaborative Clinical Learning and Research. COVID 19 forced a pause to in-person learning, the program needed to be re-design for its stakeholders' learners. Drawing on the diverse skill sets and background of its team members, the delivery of experiential learning was moved online.

The ITAC Career Ready Program   11/19
Capsim Sponsored Webinar
- Update on changes to Capsim's program while discussing how they are working more closely with post-secondaries to build success.

Examining the mental health and well-being of co-operative education   03/19
students transitioning into the labour market
Presented by Dr. Maureen Drysdale and Margaret McBeath from the University of Waterloo
- Mental health is fundamental to student success?
- Students in co-op transitioning from campus to the workplace face specific mental health challenges?
- CEWIL has resources that can help you learn more about the particular mental health challenges that may affect co-op students?

2018 Career Services Thought Leaders Symposium   01/19
Intern Bridge
- Gigs as a pathway: Harnessing the gig economy to improve career outcomes.
- Bridging High Touch and Tech in Today's Recruiting World
- Experiential Learning: A Deep Dive to Find Hidden Treasure from Theory to Practice
- Intersecting Identities: Diversity & Inclusion Initiatives in Career Services.
- The Role of Workplace Intelligence in the Future of Work
- Generation Z Goes to College

Career Educator Certificate   09/17 - 12/17
Canadian Association of Career Educators and Employers (CACEE)
- Career Resources
- Career Coaching & Counselling
- Employer Relations & Recruitment
- Programs & Delivery

Professional Development Conference   03/17
Canadian Association for Co-operative Education Atlantic
- MPHEC Comparison of Co-op and Work Experience (Presenter)
- Co-op, WIL and the Future of CAFCE Atlantic: Exploring factors impacting rise of WIL for CAFCE/CAFCE Atlantic

STUDENT FOCUSED PROFESSIONAL DEVELOPMENT

Transformative Education Retreat 07/23
Centre for Teaching and Learning – Dalhousie Teaching and Learning
- To promote new and resurgent methods and approaches in teaching and learning, to learn from, and alongside, faculty members and educational developers who are developing and implementing creative and innovative teaching and learning practices, as examples of transformative education across the disciplines.
- Session topics included: Transforming Spaces and Teaching Outside of the Classroom, Practicing Intellectual Humility, Trauma-Informed Teaching Strategies, and Critical Scholarship of Teaching and Learning Methodologies.

Universal Design Learning & Culturally Responsive Pedagogy 05/23
Faculty of Management 2 day workshop
- Workshop learning outcomes:
  - Achieve increased student engagement and satisfaction
  - Increase the chances of students coming to class prepared to participate
  - Help more students achieve their potential and thrive throughout their program
  - Design intercultural, culturally relevant, and equity-driven courses to advance Dalhousie's strategic plan, Third Century Promise

Artificial Intelligence, ChatGPT, and academic integrity: What are the implications for 04/23
higher education?
- Open AI's ChatGPT has only just appeared, but its impact will be wide-reaching and touch all aspects of education.
- Implications of artificial intelligence for teaching, learning, and assessment?
- Panelists will provide insight and informed opinions of where we are and where education might be going considering AI's influence on higher education and academic integrity.

Intro to Culturally Responsive Pedagogy (CRP) and Universal Design for Learning (UDL) 10/22
Centre for Teaching and Learning
- Culturally Responsive Pedagogy (CRP) and Universal Design for Learning (UDL) are learner-centered frameworks that guide course design and delivery.
- Facilitators introduced the principles and philosophies of UDL and CRP through the sharing and discussion of concrete ideas for incorporating these pedagogical frameworks in course design.

How to Make Cross-cultural Teamwork Actually Work 05/22
Dr. Oksana Shkurska, Associate Dean Students Success and Engagement, Assistant Professor
of Business Communication and Management, Faculty of Management
- Interactive session discussing the difficulties that both domestic and international students have while working on team projects.
  - Assessed the connection between such cultural dimensions as power distance, uncertainty avoidance, and individualism/collectivism with teamwork.
  - Examined the differences in time perception and communication styles across cultures in relation to team dynamics and problem-solving.
  - Discussed practical recommendations about how to make cross-cultural team projects a valuable and enjoyable experience for students.

STUDENT FOCUSED PROFESSIONAL DEVELOPMENT
(Continued)

Interrupting Unconscious Bias   05/22
Faculty of Open Learning & Career Development Dalhousie University
- Asynchronous course which involves a reflective journey though uncovering and questioning our unconscious biases.

Reducing Cognitive Load: Focusing on What Matters in Online and Hybrid Teaching   04/21
Harvard Webinar
- Webinar focusing on what really matters to help manage the load so that both educators and students get the most from their classes. Key topics discussed were:
  1. Best practices for increasing efficiency
  2. Using your limited time effectively
  3. Applying lessons from psychology research
  4. Helping students get the most from online class time
  5. Harnessing technology to reduce rather than increase complexity

How to Personalize Student Professional Development at Scale   04/21
Harvard Webinar
- Webinar focusing on increasing student engagement, improve co-curricular tracking and streamline the assessment of student competency development.
  1. Learn how to align professional development competencies to your business school's existing learning goals
  2. Learn how to effectively launch a new student professional development initiative
  3. Learn how to personalize the student professional development experience to meet students where they are currently

Making Project-Based Learning Work in an Online Curriculum: A Panel Discussion   02/21
Harvard Webinar
- Project-based learning (PBL) is a powerful mechanism for engaging students and helping them apply what they're studying to real-world settings. Webinar, Lucy Swedberg, Editorial Director of Harvard Business Publishing's Higher Education team, lead a conversation with experienced PBL educators about ensuring project-based learning can still be effective online. Panellists include Terri Albert, Ph.D., educator and CEO, Fresh Set of Eyes; Michellana Jester, Lecturer, Global Economics and Management, MIT Management; and Alan MacCormick, Professor, Harvard Business School.
  Topics discussed were:
    o What project-based learning is—and how it works
    o How project-based learning develops students' action-based skills ("soft skills")
    o Examples of how educators can incorporate project-based learning into their course curriculum, particularly in online and hybrid classes
    o How educators should determine if project-based learning is right for their courses
    o Tips for how educators can source the right projects for their students
    o Best practices from faculty leaders in project-based learning

Integrating EDI Practices   02/21
Teaching Community of Practice
- Session showcased how some colleagues have integrated EDI into their work / classrooms. There was five short presentations by a variety of instructors describing and demonstrating how they integrate EDI practices.

STUDENT FOCUSED PROFESSIONAL DEVELOPMENT
(Continued)

Amplifying Engagement: Energizing Students in Large Online Classrooms   09/20
Harvard Webinar

- Webinar provided specific techniques for teachers to increase student engagement in large online classrooms for both undergraduate and postgraduate courses. Key topics discussed:
  - Prepare your students before class
  - Manage plenary discussions in large classes
  - Improve the appeal and productivity of team break-out exercises
  - Design relevant, impactful, durable, efficient assessments

Webinar: Teaching Online with International Students: Creating Engaging and Effective   07/20
Online Classrooms for Culturally Diverse Learners
Dalhousie University, Centre for Teaching and Learning

- Webinar focused on creating an online community within a classroom as well as the tools and considerations that can help make the online classroom experience effective for both instructors and learners from diverse cultural and linguistic backgrounds. This presentation discussed:
  - Fostering an online environment that encourages student engagement and trust,
  - Methods of monitoring student work,
  - Using UDL to create an online environment that supports international students while improving access for everyone,
  - Techniques for transferring classroom content from the traditional classroom to the online environment.

Designing a Curriculum for Online and Hybrid Classes   07/20
Harvard Business School

- As institutions plan for how they will continue to educate their students in the new higher education environment, faculty must adapt their curriculum to address the challenges of online and hybrid class delivery. HBS Professor Yael Grushka-Cockayne shared her expertise in curriculum design, coupled with analytics, for online and hybrid classes. Topics included:
  - Building a curriculum for online and hybrid classes
  - Teaching quantitative material in a case-based, student centric environment
  - The student's perspective – tips for engaging students in this new learning environment
  - Using analytics to generate productive discussions in online and hybrid classes
  - Making greater advantage of the technology in the online and hybrid course
  - Mixing synchronous and asynchronous

Academic Integrity Week   06/20
Dalhousie University - Centre for Teaching and Learning

- Need to ensure the continued academic integrity of our students' learning as we move to online teaching. What approaches can we take, and what considerations do we need to make, to encourage and support students' honest engagement in the assessment process? Topics covered were:
  - I Suspect an Academic Integrity Violation in My Course: What Am I In For?
  - Creative ideas for designing assessments to minimize academic integrity offences
  - Troubleshooting research: Tools & Tips from the Libraries for maintaining academic integrity and preventing accidental plagiarism
  - Can the Writing Centre Help Your Students Avoid Plagiarism?
  - Tech Savvy: What are the tools every instructor should know about?

STUDENT FOCUSED PROFESSIONAL DEVELOPMENT
(Continued)

Webinar: Going Online Together   04/20
Dalhousie University, Centre for Teaching and Learning
- The panel will feature faculty members from institutions across Nova Scotia with expertise in a range of topics such as:
  - - Large online class group work and graded discussions
  - - Video creation and innovative approaches to sharing content online
  - - Fostering the development of community online
  - - Planning for learner engagement
  - - Designing coursework which is visually and conceptually engaging to support learning and motivate learners

Foundations in Online Course Design   05-08/20
Centre for Teaching and Learning – Dalhousie Teaching and Learning
This course will allow you opportunities to learn, practice, and implement evidence-based online course design and teaching practices grounded in the principles of Universal Design for Learning. Course will emphasize:
  - Alignment of learning outcomes, activities, and assessments,
  - Establishing and maintaining online presence and interaction,
  - Creating an organized and accessible course space that takes advantage of the digital environment,
  - Managing your workload when teaching online,
  - Other topics are active learning, inclusive assessment, instructional technologies, and evidence-based course revision.

Brightspace Training – Gradebook   05/20
Dalhousie IT
- Gradebook workshop focused on how to work in the gradebook, create categories and grade items, assign grades to students, and calculate final grades.

Brightspace Training – Discussions   05/20
Dalhousie IT
- Discussions workshop presents email, pager, and discussions. The workshop provided an opportunity to work with each of these tools to learn how to communicate with your students both inside and outside your course space.

Brightspace Training – Collaborate Ultra   05/20
Dalhousie IT
- Workshop focused on how to use Collaborate Ultra to conduct online classes/lectures and facilitate group collaborations. In addition to hosting video conferences as well as how presenters can share PowerPoint slides, their screens, and interactive whiteboards.

Brightspace Training – Panopto   05/20
Dalhousie IT
- Workshop focused on how to record lectures and presentations. Explanation of how to do simultaneous capture of audio, video, and applications (e.g., Microsoft PowerPoint) and how a record can be shared in a variety of ways during or after the presentation.

Brightspace Training – Quizzes   05/20
Dalhousie IT
- Quiz Tool workshop provided the options for formative and summative assessment as well as auto-grading for most question types. Participants added questions to the Question Library and set up a randomized quiz. In addition, advanced settings and options were discussed.

STUDENT FOCUSED PROFESSIONAL DEVELOPMENT
(Continued)

Going Online Together   04/20
Technology Enabled Learning Committee
- Webinar to connect faculty currently working on developing online coursework for the Spring and Summer, or contemplating doing so for the Fall due to COVID-19. Event provided an opportunity for faculty to ask questions to peers who have experience in online course design and delivery.
- Panel featured faculty members from institutions across Nova Scotia with expertise in a range of topics such as:
  - Large online class group work and graded discussions
  - Video creation and innovative approaches to sharing content online
  - Fostering the development of community online
  - Planning for learner engagement
  - Designing coursework which is visually and conceptually engaging to support learning and motivate learners

Online Design and Delivery   04/20
Dalhousie University, Centre for Teaching and Learning
- Obtained knowledge of learning outcomes, layout, UDL (universal design for learning), online presence, and assessments.

Formal Peer Review Training   02/20
Dalhousie University, Centre for Teaching and Learning
- Training to provide a formal peer review of faculty to add to a Teaching Portfolio, to include in a packet for tenure or promotion, or to provide you developmental feedback.

Supporting International Students   10/19
Dalhousie University, Teaching Community of Practice
- Explanation of why culture shock often leads to international students' lack of motivation and low academic performance.
- Discuss challenges of the acculturation process and the ways to smooth international students' transition to a new educational system.

Guidelines to Promote Excellency in Online Course Design and Pedagogy   09/19
Dalhousie University, Centre for Teaching and Learning
- Review, of Online Quality Guidelines, consider its unique features, and engage in a discussion around ways to promote faculty usage of this resource.

Active Learning Strategies – Flipped Classroom and Case Approach Using Role Play   03/19
Dalhousie University, Teaching Community of Practice

Responding to students in distress   02/19
Dalhousie University, Teaching Community of Practice

Active Learning at Dalhousie Symposium   09/18
Dalhousie University, Teaching Community of Practice

Engaging Students in an Online Learning Environment   09/18
Dalhousie University, Centre for Teaching and Learning

STUDENT FOCUSED PROFESSIONAL DEVELOPMENT
(Continued)

Putting Professional Communications Skills (MGMT 3602) Online   02/18
Dalhousie University, Centre for Teaching and Learning

Strategies, Acculturation & Teaching for International Students   02/18
Saint Mary's University – Writing Centre
- Conversation Structures & Communication
- Writing, Academic Acculturation & Achievement

Atlantic Universities' Teaching Showcase Small Teaching   02/17
Exploring the Potential of Easily - Implemented, High-Impact Teaching Practices
Association of Atlantic Universities and Mount Saint Vincent University

Identifying Students in Distress   12/16
Dalhousie University, Centre for Teaching and Learning

Brightspace Training – Basics and Drop Box Assignments   03/16
Dalhousie Faculty of Management Teaching Workshop

Linking Objectives, Assessment and Feedback to Optimize Student Success   02/16
Dalhousie University, Centre for Teaching and Learning

Learning Outcomes and Rubrics in Brightspace   02/16
Dalhousie Faculty of Management Teaching Workshop

Fostering Deep Learning with Technology   04/14
Dalhousie Centre for Teaching and Learning

Blackboard 9.1 Workshop   05/12
Saint Mary's University

Building Bridges: Teaching International Students in a Canadian Classroom   05/11
Saint Mary's University

BbLearn – Inspiring Next Generation eLearning @ Dalhousie   04/11
Dalhousie University

Blackboard 101   08/10
Saint Mary's University

ADDITIONAL PROFESSIONAL DEVELOPMENT

Inbound Marketing Certified   08/19
HubSpot Academy

- Inbound Marketing Fundamentals
- Understanding Social Media Promotion
- Developing a Conversational Growth Strategy
- Understanding Conversion Strategy
- Creating a Conversion Optimization Strategy
- Understanding Lead Nurturing
- Aligning Your Marketing with Sales
- Applying a Customer Marketing Approach

Digital Marketing Online Training   01/17
The Digital Garage

- Course accredited by Interactive Advertising Bureau Europe and The Open University
- Completed 26 modules related to the basics of digital marketing including practical exercises and real world examples

Value Based Management Session   01/16
Dalhousie Faculty of Management Teaching Workshop

Money Talks or Millennials Walk: A Comparison of the Sector-Switching   04/14
Intentions of Millennial and Generation X Nonprofit Employees
Jasmine McGinnis Johnson, Assistant Professor, George Washington University
Presented by Dalhousie University

Marketing Research on the Internet   05/01
Professional Marketing Research Society, Atlantic Chapter

Qualitative Research for Buyers and Suppliers   05/00
Professional Marketing Research Society, Atlantic Chapter