

CURRICULUM VITAE

NAME

Dr. Jamie S. Switzer

ADDRESS

Department of Journalism and Technical Communication
Colorado State University
Fort Collins, CO, USA 80523-1785
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PHONE

970.491.2239

EDUCATION

- 2000 EdD: Educational Technology
Pepperdine University
Dissertation – Leadership in Virtual Teams: Profiles of Successful Leaders
- 1994 MS: Technical Communication
Colorado State University
Thesis – Attitudes and Perceptions in a Television-Mediated Environment: A Comparison of On- and Off-Campus MBA Students
- 1983 BS: Journalism; Minor: Radio/TV/Film
Texas Christian University

ACADEMIC POSITIONS

May 2008-Present: Associate Professor; Department of Journalism and Technical Communication; Colorado State University; Fort Collins, Colorado

August 2002-Present: Assistant Professor; Department of Journalism and Technical Communication; Colorado State University; Fort Collins, Colorado

August 2001-August 2002: Instructor; Department of Journalism and Technical Communication; Colorado State University; Fort Collins, Colorado

August 1995-May 2001: Adjunct; Department of Journalism and Technical Communication; Colorado State University; Fort Collins, Colorado

OTHER POSITIONS

1999-July 2001: Director, The Center for Innovation in Learning Technologies; College of Business; Colorado State University; Fort Collins, Colorado

1999-July 2001: Director, Educational Technology; College of Business; Colorado State University; Fort Collins, Colorado

1989-1999: Director, Distance Education and Media; College of Business; Colorado State University; Fort Collins, Colorado

CURRENT JOB DESCRIPTION

50% Teaching 35% Research/Creative Activity 15% Service/Outreach

TEACHING

<u>Year</u>	<u>Sem</u>	<u>Course No./Title</u>	<u>Cr. Hrs.</u>	<u>Enrollment</u>
2013	Spr	JTC340 Video Editing	3	17
2013	Spr	JTC340 Video Editing (online)	3	10
2013	Spr	JTC640 Public Comm Techs	3	11
2013	Su	JTC340 Video Editing (online)	3	18
2013	Fall	JTC340 Video Editing	3	19
2013	Fall	JTC340 Video Editing (online)	3	1
2013	Fall	JTC365 CMC Foundations	3	21
2012	Spr	JTC340 Video Editing	3	35
2012	Spr	JTC340 Video Editing (online)	3	6
2012	Spr	JTC640 Public Comm Techs	3	8
2012	Su	JTC340 Video Editing	3	5
2012	Su	JTC340 Video Editing (online)	3	5
2012	Fall	JTC340 Video Editing	3	18
2012	Fall	JTC340 Video Editing	3	5
2012	Fall	JTC365 CMC Foundations	3	16

2011	Fall	JTC340 Video Editing	3	17
2011	Fall	JTC340 Video Editing (online)	3	4
2011	Fall	JTC365 Foundations of CMC	3	20
2011	Spr	JTC340 Video Editing	3	17
2011	Spr	JTC340 Video Editing (online)	3	5
2011	Spr	JTC468 Conv/Hypermedia	3	22
2011	Su	JTC340 Video Editing (online)	3	7
2010	Fall	JTC340 Video Editing	3	20
2010	Fall	JTC365 Foundations of CMC	3	25
2010	Spr	JT413 New Communication Technologies and Society	3	50
2010	Spr	JTC340 Video Editing	3	20
2009	Fall	JTC340 Video Editing	3	26
2009	Fall	JTC365 Foundations of CMC	3	28
2009	Spr	JTC340 Video Editing	3	18
2009	Spr	JT413 New Communication Technologies and Society	3	50
2008	Fall	JTC340 Video Editing	3	18
2008	Fall	JTC365 Foundations of CMC	3	25
2008	Spr	JT341 Broadcast News	3	18
2008	Spr	JT413 New Communication Technologies and Society	3	50

PUBLISHED WORKS

Refereed Journal Articles

Kaminski, K., Switzer, J., & Gloeckner, G. (2009). Workforce readiness: A study of university students' fluency with information technology. *Computers & Education*, 53, 228-233.

Switzer, J., Seel, P.B., & Kaminski, K. (2006). Deconstructing videotaped instruction for online delivery: Instructional design in reverse. *Interactive Educational Multimedia*, 12, 72-83.

Switzer, J. (2004). Teaching computer-mediated visual communication to a large section: A constructivist approach. *Innovative Higher Education* 29(2), 89-101.

Switzer, J., & Switzer, R. (1994). A copyright question: The use of audiovisual works in a satellite-delivered MBA program. *THE Journal*, 21(10), 76-79.

Switzer, J., & Switzer, R. (1993). Strategic design of an interactive video learning lab. *Journal of Educational Technology Systems*, 21(4), 313-320.

Non-Refereed Journal Articles

Switzer, J., & Switzer, R. (2013) The myth of the tech-savvy student: The role of media educators in a Web 2.0 world. *Journal of Media Education*, (4)4, pp. 15-27.

Switzer, J. (2010). The "academic" vs. "vocational" debate in schools of journalism: Utilization of alumni in experiential learning theory. *Journal of Media Education*, 1(3), 35-41.

Switzer, J. (2009). Digital shock: Confronting the new reality by Herve Fischer. [Review of the book *Digital Shock: Confronting the New Reality*]. The Resource Center for Cyberspace Studies, available at <http://rccs.usfca.edu/bookinfo.asp?ReviewID=600&BookID=424>

Switzer, J. (2008). The blogging revolution: The role of blogs in transforming media and education. *Feedback*, 49(6), 8-14.

Switzer, J. (2003). News and the net by Barrie Gunter. [Review of the book *News and the net*]. *Mass Communication & Society*, 6(4), 455-456.

Switzer, J. (2002). Living in the information age by Erik P. Bucy. [Review of the book *Living in the Information Age: A New Media Reader*]. The Resource Center for Cyberspace Studies, available at <http://rccs.usfca.edu/bookinfo.asp?ReviewID=200&BookID=173>

Refereed Chapters in Books

Switzer, J. (2010). From Homer to high tech: The impact of social presence and media richness on online mentoring in higher education. In Concetta Stewart, Catherine Schifter, & Melissa Selverian (Eds.), *Teaching and Learning with Technology: Beyond Constructivism* (pp. 49-69). NY, NY: Routledge.

Switzer, J. (2009). Impression formation in computer-mediated communication and making a good (virtual) impression. In Ned Kock (Ed.), *E-Collaboration: Concepts, methodologies, tools, and applications* (pp.1837-1847). Information Science Reference.

Switzer, J. (2008). An analysis of a decade of research published in the Journal of Computer-Mediated Communication. In Sigrid Kelsey (Ed.), *The handbook of research on computer-mediated communication* (pp. 5541-550). Hershey, PA: Information Science Reference.

Switzer, J. (2008). Impression formation in computer-mediated communication and making a good (virtual) impression. In Kirk St-Amant (Ed.), *Handbook of research on virtual workplaces and the new nature of business practices* (pp. 98-109). Hershey, PA: Idea Group Publishing.

Switzer, J. (2008). Successful communication in virtual teams and the role of the virtual team leader. In Kirk St-Amant (Ed.), *Handbook of research on virtual workplaces and the new nature of business practices* (pp. 39-52). Hershey, PA: Idea Group Publishing.

Switzer, J. (2008). Virtual community mentoring in higher education. In Margherita Pagani (Ed.), *Encyclopedia of multimedia technology and networking* (pp. 1520-1524). Hershey, PA: Idea Group Publishing.

Switzer, J. (2008) E-mentoring: Mentoring at a distance. In Patricia Rogers (Ed.), *Encyclopedia of distance and online learning, 2nd edition*. Hershey, PA: Idea Group Publishing.

Switzer, J. & Hartman, J. (2008). E-collaboration using group decision support systems in virtual meetings. In Ned Kock (Ed.), *Encyclopedia of E-Collaboration* (pp. 204-209). Hershey, PA: Information Science Reference.

Switzer, J. (2005). Mentoring at a distance. In C. Howard, J. Boettcher, L. Justice, K. Schenk, P. Rogers, & G. Berg (Eds.), *Encyclopedia of distance learning, vol. 3* (pp. 1283-1287). Hershey, PA: Idea Group Reference.

Non-Refereed Chapters in Books

Switzer, J. (2003). Working in virtual teams. In H. Bidgoli (Ed.), *The internet encyclopedia, vol. 3* (pp. 600-607). Hoboken, NJ: John Wiley and Sons.

Refereed Journal Articles/Chapters/Proceedings/Transactions

Switzer, J. & Switzer, R. (2011). Taxation of virtual world economies: An empirical review. Proceedings, Association of Internet Researchers IR 12.0, Selected Papers of Internet Research. Available at <http://spir.aoir.org/ir12.html>.

CONTRACTS AND GRANTS

(Total amount as PI and CoPI: \$253,241.70)

Externally-Funded Projects as PI

2006; Information and Communication Technology equipment grant to the Department of Journalism and Technical Communication; Advanced Energy; \$4500

Externally-Funded Projects as CoPI

2002-2004; Online Interdisciplinary Program in Information Science and Technology; CoPI's Dr. Peter B. Seel and Dr. Karen Kaminski; Colorado Institute of Technology; \$232,200.

Internally-Funded Awards

2013; Paper presentation, Broadcast Education Association conference; Professional Development grant, College of Liberal Arts; \$754

2011; Paper presentation, Association of Internet Researchers conference; Professional Development grant, College of Liberal Arts; \$420.

2010; Paper presentation, Broadcast Education Association conference; Professional Development grant, College of Liberal Arts; \$735

2007; Paper presentation, International Communication Association conference; Professional Development grant, College of Liberal Arts; \$753

2007; First Place paper presentation, Broadcast Education Association conference; Holmes Fund grant, Department of Journalism and Technical Communication; \$1046.70

2007; Final Cut Pro training; Holmes Fund grant, Department of Journalism and Technical Communication; \$1080

2005; Paper presentation, Broadcast Education Association conference; Professional Development grant, College of Liberal Arts; \$714

2005; Paper presentation, Association of Internet Researchers conference; Professional Development grant, College of Liberal Arts; \$652

2004; Grant to develop a grant proposal for the National Association of Broadcasters; CSU Center on Research in Communication and Technology; \$2000

2004; Grant to research the feasibility of creating an online mentoring program for JTC students; CSU Center for the Study of Learning and Teaching at a Distance; \$1600

2004; First Place paper presentation, Broadcast Education Association conference; Professional Development grant, College of Liberal Arts; \$700

2003; Grant to research the feasibility of creating an online mentoring program for JTC students; Career Enhancement grant, College of Liberal Arts; \$2800

2003; Paper presentation, Association of Internet Researchers conference; Holmes Fund grant, Department of Journalism and Technical Communication; \$1347

2003; Grant to research the feasibility of creating an online mentoring program for JTC students; CSU Center for the Study of Learning and Teaching at a Distance; \$2000

2002; Grant to purchase videotapes for instructional use; Office of Instructional Services, College of Liberal Arts and the Department of Journalism and Technical Communication, Instructional Development Proposal grant; \$680.

2002; Advanced Photoshop training; Holmes Fund grant, Department of Journalism and Technical Communication; \$399.

2002; First Place paper presentation, Broadcast Education Association; Professional Development Proposal grant, College of Liberal Arts; \$350.

PROFESSIONAL AFFILIATIONS AND ACTIVITIES

Affiliations

- International Communication Association
- Association of Internet Researchers
- Association for Education in Journalism and Mass Communication
- Broadcast Education Association
- Society of Professional Journalists
- Electronic Frontier Foundation

Activities

- Newsletter editor, Association of Internet Researchers (AoIR)
- Paper submission proposals reviewer, International Communication Association (ICA)
- Paper submission proposals reviewer, Association for Education in Journalism and Mass Communication (AEJMC)
- Subchair and paper submission proposals reviewer, Association of Internet Researchers (AoIR)
- Paper submission reviewer, Encyclopedia of Multimedia Technology and Networking

- Paper submission reviewer, Encyclopedia of E-Collaboration
- Paper submission reviewer, Handbook of Research on Virtual Workplaces and the New Nature of Business Practices
- Paper submission reviewer, Journal of Psychosocial Research on Cyberspace
- Grant reviewer, Information Science and Technology Center (ISTeC)
- Reviewer, WebCT Exemplary Course Program
- Article reviewer, Society for Technical Communication
- Ran for office, AoIR

HONORS AND AWARDS

2008; awarded tenure and promoted; Department of Journalism and Technical Communication; Colorado State University; Fort Collins, Colorado

2007; nominated for an Excellence in Undergraduate Teaching award at Colorado State University; Fort Collins, Colorado

2007; First Place Paper; Broadcast Education Association conference; Las Vegas

2004; First Place Paper; Broadcast Education Association conference; Las Vegas

2002; First Place Paper; Broadcast Education Association conference; Las Vegas

2000; Distinguished Administrative Professional; Colorado State University; Fort Collins, Colorado

PAPERS PRESENTED/SYMPOSIA/INVITED LECTURES/PROFESSIONAL MEETINGS/WORKSHOPS

Papers Presented

2013; *The Myth of the Tech-Savvy Student: The Role of Media Educators in a Web 2.0 World*. Broadcast Education Association; Las Vegas. Refereed.

2012; *Student Attitudes and Preferences Toward an E-Mentoring Program*. EdMedia 2012 World Conference on Educational Media and Technology; Denver. Refereed.

2011; *Taxation of virtual world economies: An empirical review*. Association of Internet Researchers; Seattle. Refereed.

2010; *The “Academic” vs. “Vocational” Debate in Schools of Journalism: Utilization of Alumni in Experiential Learning Theory*. Broadcast Education Association; Las Vegas. Refereed.

- 2007; *"I picture short sentences coming from short people": Creating Impressions in CMC*. International Communication Association; San Francisco. Refereed.
- 2007; *The Blogging Revolution: A History of Blogs and their Role in Transforming Media and Education*. Broadcast Education Association; Las Vegas. Refereed.
- 2006; *Applying Appropriate Principles to Visual Design*. Broadcast Education Association; Las Vegas. Refereed.
- 2005; *Learning and Teaching at a Distance*. Information Science and Technology VPRIT Research Colloquium, Colorado State University; Fort Collins, Colorado.
- 2005; *Examining a Generation of Internet Research: An Analysis of a Decade of Research Published in the Journal of Computer-Mediated Communication*. Association of Internet Researchers; Chicago. Refereed.
- 2005; *Life in the Real World of Broadcasting*. Broadcast Education Association; Las Vegas. Refereed.
- 2004; *The Conversion of Videotaped Instruction for Online Delivery to Distance Learners: A Case Study*. Broadcast Education Association; Las Vegas. Refereed.
- 2004; *Designing, Developing, and Teaching an Online Interdisciplinary Studies Program*. Teaching with Technology; Boulder, Colorado. Refereed.
- 2003; *Use of Gendered Language in Online Communication: A Content Analysis*. Association of Internet Researchers; Toronto. Refereed.
- 2003; *Lessons Learned: Converting an Interdisciplinary Program for Online Delivery*. TeleCoop; Breckenridge, Colorado. Refereed.
- 2003; *Pulling It All Together: Developing Innovative Online Courses Across Disciplines*. International Society for Exploring Teaching and Learning; Fort Collins, Colorado.
- 2002; *Teaching Computer-Mediated Visual Communication to a Large Section: A Constructivist Approach*. Broadcast Education Association; Las Vegas. Refereed.
- 2002; *My Favorite Production Assignment*. Broadcast Education Association; Las Vegas. Refereed.
- 2002; *Corporate Branding: A New Term for Strategic Communication?* Western Decision Sciences Institute; Las Vegas. Refereed.
- 2000; *Distance Education Techniques in an On-campus Context: Student Perceptions, Faculty Challenges*. Western Decision Sciences Institute; Maui, Hawaii. Refereed.

1998; *Optimizing the Teaching of Organizational Behavior in an Asynchronous Distance Learning Environment*. Organizational Behavior Teaching Conference; LaVerne, California. Refereed.

1998; *Hype Meets Hope: Recent Trends in the Use of Technology to Support Teaching and Learning*. The Center for Research on Writing and Communications Technologies, Colorado State University; Fort Collins, Colorado.

1994; *Copyright Issues in Distance Education*. Telelearning '94; Baltimore, Maryland.

1994; *Multimedia and Instructional Design: The New Tools – New Ways to Teach*. Exploring Emerging Technologies, Colorado State University; Fort Collins, Colorado.

1994; *Compressed Video and Distance Teaching*. Exploring Emerging Technologies, Colorado State University; Fort Collins, Colorado.

1993; *Technology Transfer in Distance Learning*. International Conference on Technology Management; Denver, Colorado.

1992; *Using Computer Bulletin Board Systems to Support Distance Learning*. CAUSE; Dallas, Texas.

1991; *Designing an Interactive Video Learning Lab*. Mountain and Plains 33rd Management Conference; Fort Collins, Colorado.

Symposia

2007; VPRIT Research Retreat, Colorado State University; Fort Collins, Colorado.

2007; FITness Symposium, Colorado State University; Fort Collins, Colorado.

Invited Lectures

2013; Research agenda. JTC701.

2013; JTC698.

2012; Research agenda. JTC701.

2012; JTC413.

2011; The merits of submitting a paper to AoIR. JTC graduate students.

2010; Why do people share overly-personal, sometimes embarrassing information online? WHYY (national broadcast).

2010; Curriculum Redesign. JTC Faculty.

- 2009; Formatting for the Web. CTV.
- 2008; Impression Formation in CMC. JTC701.
- 2007; Impression Formation in CMC. Invited by Dr. Jackie Hartman, Colorado State University; Fort Collins, Colorado.
- 2007; The Video Production Process. Invited by Dr. Don Zimmerman, Colorado State University; Fort Collins, Colorado.
- 2006; Working Virtually. Invited by Dr. Kirsten Broadfoot, Colorado State University; Fort Collins, Colorado.
- 2006; The Video Production Process. Invited by Dr. Don Zimmerman, Colorado State University; Fort Collins, Colorado.
- 2005; Distance Education. Invited (two separate occasions) by Dr. Frank Vattano, Colorado State University; Fort Collins, Colorado.
- 2004; Distance Education. Invited (two separate occasions) by Dr. Frank Vattano, Colorado State University; Fort Collins, Colorado.
- 2004; The Video Production Process. Invited by Dr. Don Zimmerman, Colorado State University; Fort Collins, Colorado.
- 2003; Distance Education. Invited (two separate occasions) by Dr. Frank Vattano, Colorado State University; Fort Collins, Colorado.
- 2003; The Video Production Process. Invited by Dr. Don Zimmerman, Colorado State University; Fort Collins, Colorado.
- 2003; Portrayal of Women in the Media. Invited by Dr. Thomas Maher, Colorado State University; Fort Collins, Colorado.
- 2002; Distance Education. Invited by Dr. Frank Vattano, Colorado State University; Fort Collins, Colorado.
- 1997; Higher Education as an Electronic Commodity. Invited by the University of Wisconsin System Business Faculty Summer Institute; Milwaukee, Wisconsin.
- 1997; Alternative Long Distance Programs Approaches: Advantages and Disadvantages. Invited by the American Accounting Association; Rohnert Park, California.
- 1997; Distance Learning: An Emergent Technology. Invited by the Colorado Society of CPAs; Denver, Colorado.

1996; Copyright Cybershock. Invited keynote speaker by the US Department of Defense for ICE (Interservice Correspondence Exchange) '96; Pensacola, Florida.

1994; What I Wish I Had Known as a New Administrative Professional. Invited by Colorado State University for New Faculty Orientation; Fort Collins, Colorado.

Professional Meetings

2013; Broadcast Education Association; Las Vegas

2012; EdMedia: World Conference on Educational Media & Technology

2011; Association of Internet Researchers; Seattle

2010; Poynter Institute, "A New Curriculum for a New Journalism"; St. Petersburg, Florida

2010; Broadcast Education Association; Las Vegas

2007; International Communication Association; San Francisco

2007; Broadcast Education Association; Las Vegas

2006; Broadcast Education Association; Las Vegas

2005; International Communication Association; New York City

2005; Broadcast Education Association; Las Vegas

2005; Association of Internet Researchers; Chicago

2004; Broadcast Education Association; Las Vegas

2004; Teaching with Technology; Boulder, Colorado

2003; Association of Internet Researchers; Toronto

2003; TeleCoop; Breckenridge, Colorado

2002; Association for Education in Journalism and Mass Communication; Miami

2002; Broadcast Education Association; Las Vegas

COMMITTEES

Colorado State University

- Board of Student Communications
- Faculty Council
- ISTeC (Information Science and Technology Center) Executive committee
- ISTeC (Information Science and Technology Center) Education committee (co-chair one semester)
- Associate Vice President for Informational and Instructional Technology Search Committee; personally invited by the Vice President for Research and Information Technology Tony Frank
- University Instructional Technology Committee
- Distance Education Steering Com
- TILT Graduate Teaching Certificates program
- *Comment* Advisory Board, Chair
- Selection committee, Board of Governors Excellence in Teaching award; personally invited by Vice Provost Alan Lamborn
- Judging Committee, ASAP Compus Movie Fest
- Administrative-Professional Council Secretary
- Provost / Academic Vice-President Search Committee
- On-line Coursework Committee
- Member of several search committees

College

- Curriculum Committee
- COLA

Department of Journalism and Technical Communication

- PhD Program Committee
- Curriculum Committee (chair)
- Graduate Committee
- Undergraduate Committee
- Merit Committee
- Tenure and Promotion Committee
- Diversity Committee
- Website Redesign Committee
- Professional Liaison and Newsletter Committee
- Equipment and Technology Committee
- Information Technology Issues Committee
- Library and Information Resources Committee; chair, 2003-4
- Member of several search committees

STUDENT ADVISING/GRADUATE SUPERVISION

Undergraduate Students

31, 2013
20, 2012
20, 2011
20, 2010
27, 2009
28, 2008
24, 2007
27, 2006
26, 2005
39, 2004
26, 2003

Current Graduate Advisees

Amanda Okker, PhD (co-advisor with Dept. of Education)
Chris Raftery, PhD
Michael Humphrey, PhD
Annie Burnham, MS (proposal defended)
Anna Harvilla, MS (proposal defended)
Megan Stewart, MS (proposal defended)
Lisa Gumerman, MS (proposal defended)
Kristy Burnett, MS
Heather Otto, MS (currently inactive)
Courtney Allen, MS (currently inactive)
Jennifer Freeman, MS (currently inactive)

Current Graduate Committee Memberships (excluding those chaired):

3 # MS/MA
1 # MFA

Graduate Degrees Completed Under Your Supervision

John O'Connell, MS
Angela Shugarts, MS
Leslie Howerton, MS
Amy Reitz, 2012, PhD (co-chair)
Paul Ronto, 2012, MS
Sarah North, 2009, MS
Jamie Davis, 2009, MS (co-chair with Patrick Plaisance)
Jeffrie Mitchell, 2008, MS
Amy Wilson, 2006, MS
Kathleen Reid, 2004, MS
Jaye Powers, 2004, MS

OTHER ACTIVITIES/ACCOMPLISHMENTS – SERVICE/OUTREACH

JTC Alumni Media Festival (judge, panel moderator, attendee)

Moderator, Future Visions

Co-conference organizer and track chair, Future Vision 2010

ISTeC High School Day

ISTeC High School Day contest coordinator (two separate contests)

CSU High School Visit Days host

ISTeC Industry Advisory Council

ISTeC Research Retreat

Board of Student Communications

Co-host and moderator, Communication Privacy in the 21st Century conference

Marketing campaign, Interdisciplinary Studies Program in Information Science and Technology

Campus-wide survey of graduating seniors (FITness project)

Campus-wide survey of incoming freshman (FITness project)

Member of planning committee: HP + You recruiting events

CSU "Meet and Greet" dorm visits

RAM Welcome

Portfolio reviewer, JTC460, JTC468 and JTC440

Search committee, KCSU station director