

Dr. Torie Jackson

Chair of Humanities, Fine Arts & Social Sciences
Director of Center for Teaching Excellence
General Manager, WPKM 96.3FM, "The Beet"

PROFESSIONAL PROFILE

Chair of Humanities, Fine Arts & Social Sciences, WVU Parkersburg

- Plans instructional programs of the division designed to meet the mission of the college
- Develops class schedules and faculty teaching assignments
- Supervises program and faculty evaluation; course and curriculum development
- Coordinates textbook adoptions; divisional student outcomes assessment plan and participates in development and maintenance of college wide plan
- Uses student outcomes assessment data and other information to enhance student success in divisional courses and programs and ensures completion of required program reviews
- Investigates, plans and recommends new programs
- Works to enhance and improve student retention and completion in their division
- Selects and employs adjunct faculty; directs the selection of full-time faculty members
- Represents the division both within and outside the college
- Develops division's annual budget requests
- Monitors division's budgets effectively and efficiently
- Initiates and guides initiative planning for the division and inter-relationships with the academic area
- Coordinates the work of all faculty in the division
- Develops and maintains operational procedures for the division to carry out day to day functions
- Schedules and conducts divisional faculty meetings
- Forwards institutional and academic area information to members of the division
- Assists all faculty in areas of need (such as teaching strategies, testing and course development)
- Encourages and develops a faculty & staff development program
- Conducts faculty and staff performance reviews
- Participates in and supports college policies, programs and activities designated to enhance student academic success and goal achievement
- Teaches an expected load of 3 credit hours each fall and spring terms; any exceptions will require justification and advance approval of the Vice President for Academic Affairs
- Advises students as assigned pertaining to chairperson's faculty role and responsibility.
- Works with the Professional Advising Center to transition students from professional advising staff to faculty advising

Director, Center for Teaching Excellence, WVU Parkersburg

- Develop a plan to and create a Center for Teaching Excellence
- Develop programming for the CTE to engage faculty and focus on teaching strategies
- Oversee the Faculty Development Committee
- Be an integral part of professional development planning at the institution

Board Member, Ritchie County Board of Education

- Assist in development of policies for governing county schools
- Provide insight on happenings within the county in relation to the schools
- Be a voice for community members
- Oversee the superintendent, the lead administrator for the school system

Program Coordinator, Communication and Media Studies

- Created curriculum for the original broadcast and public relations programs, then modified curriculum to meet the changing market of strategic communication and digital communication
- Schedules of courses and planning for budgetary needs for programs
- Develops only community college radio station in West Virginia
- Creates curriculum, instituting four-year options for media students in the areas of BAS in Communication and Media Studies
- Adheres to an assessment plan for the degree created in recent years which involved the establishment of program outcomes and course alignments to meet and assess those goals
- Oversees the production of and serves as the advisor of *The Chronicle*, an online student campus newspaper that publishes frequently, including a special theme issue each semester
- Assists as advisor of the student Media And Communication Club
- Publishes an alumni magazine featuring successful former students of WVU Parkersburg.
- Serves as general manager and oversight for WPKM 96.3 FM, the college radio station
- Oversees the college radio station website and several social media outlets
- Works with community clients for a variety of strategic communication projects
- Incorporates the growth of citizen journalism into the traditional journalism education by convergence of print with broadcast, Internet medium and technological devices; also developed social media courses for the program
- Adheres to requirements for grant received in December 2014 in the amount of \$135,658 for the creation and continued development of a CAS/AAS Broadcast program
- Participates in counselor workshops and student tours of journalism lab and radio station, as well as traveling to high schools to promote the journalism programs in a recruitment manner
- Operates a food pantry on campus for students, staff and faculty
- Teaches courses to include: Mass Communication, Media Writing, News Reporting, Broadcast News Writing, Digital Imaging, Graphic Design, Fundamentals of Strategic Communication, Strategic Communication Case Studies/Writing, Strategic Communication Campaign Management, Media Design, Multimedia Reporting, Broadcast Reporting, Reporting Public Affairs, Advanced Radio Production, Broadcast Announcing, Photography, Sports Reporting

Board of Governors Member, WVU Parkersburg

- A faculty representative to the governing body of the college on issues of importance to the campus community
- Interacts effectively with all segments of college community
- Demonstrates an awareness and understanding of the issues facing the institution
- Possesses academic expertise and institutional experience to offer insight in decision-making responsibilities of the board

Previous Faculty Senate Chair, WVU Parkersburg

- Developed a system of communication, conflict resolution, problem-solving, planning and organization, and critical thinking
- Interacted effectively with all segments of college community
- Tireless efforts to improve shared governance and campus climate
- Stayed updated on contemporary issues in post-secondary education
- Planned fundraising events for the faculty and staff brick fund, such as the Pie-in-the-Face auction each spring

EDUCATION

1995 to 1998
West Virginia University at Parkersburg
Parkersburg, W.Va.
AAS Journalism
graduated May 1997

1999-2000
West Virginia University
Morgantown, W.Va
Bachelors of Arts with emphasis in journalism
graduated December 2000

2002-2004
West Virginia University
Morgantown, W.Va.
Masters in Corporate/Organizational Communication
graduated in August 2004

2009-2015
West Virginia University
Morgantown, W.Va.
Doctorate in Higher Education Administration
Minor in Information Design Technology
Dissertation successfully defended Dec. 4, 2014

2016-2017
Salem International University
Salem, W.Va.
Certificate of Advanced Studies in Educational Leadership (Licensure as Principal, District Supervisor, Superintendent) including completion of Evaluation of Professional Personal through WVCPD

PROFESSIONAL MEMBERSHIPS

Member of the Ritchie County Board of Education
Member of the West Virginia Press Association
Member of Poynter Institute
Member of FACDIS
Vice President of Regeneration Inc. Board of Directors
Coach in COPIA Youth Basketball League
Past President of Creed Collins Elementary School PTO
Member of TLC Pregnancy Resource Center Board of Directors
Member Delta Kappa Gamma
Advisor of Media And Communication Club
Member of Alternative Transportation Committee of MOV

Publications include many local newspapers and magazines for articles, editorials and lifestyle columns

Research topic:

The Relationship between Student Perceptions of Satisfaction of Social, Teaching, and Cognitive Presence with Asynchronous Communication Tools for Online Learning in a Region V Community College

RESEARCH RECOMMENDATIONS

1. Professional development opportunities specific to asynchronous communication tools in the online course should be provided for instructors teaching online courses at community colleges. It seems logical that the more training that exists on a particular tool, the more comfortable the instructor becomes in using it and the more valuable the tool becomes to the student in improving the online course.
2. Orientation programs specific to asynchronous communication tools should be provided for students taking online courses at community colleges. Students can be apprehensive about new tool use even after the instructor is effective in using the tool if they are not shown how to properly utilize the tool.
3. Conduct an annual survey with a tool such as the researcher-developed Asynchronous Communication Questionnaire to examine tool use and satisfaction with tool use in online courses. Faculty members teaching online courses need to know what tools result in higher or lower satisfaction ratings by students. Use of those tools producing higher satisfaction for students should be encouraged for faculty in all programs of study featuring online courses.
4. Students in their first online courses (less than three online courses) should also be given extra support services as they may be at risk for lower satisfaction with the course(s) as they may not have yet mastered the online course process. Examples of a support service could be an online tutoring service for how to navigate and be successful in an online course, or providing a 24/7 help desk for online students encountering problems with the course management system. Another example of a support service would be to develop an early alert system for students in online courses so that faculty members who notice students having problems in the online course can report those students to a college retention officer.
5. Faculty with experience in offering online courses should be teaching introductory level online courses that community college students likely would take as their first courses. Since the demographic of number of online courses emerged as significant for community college students in this study, it seems to be that the more students use the online system and its components, such as the asynchronous tools of e-mail and discussions, the more familiar and satisfied the students become with the usage of those tools. Faculty seasoned in online instruction should be better equipped to assist students in those early courses. Experience in those first courses for online students often determine if students continue to take online courses. Kennedy (2001) found that students with prior online course experience were more likely to complete a course than those without that experience in online delivery of course material. Beavers (2009) indicated that as the number of online courses that a student successfully completed increased, so did the student's preference for online courses.
6. Internet access should be a demographic considered for community colleges that want to expand their online program offerings. In this study as few as 14 respondents did not have Internet access at home. This statistic is a realization of a statewide effort in West Virginia to bring high-speed Internet access to all parts of the state (BroadbandUSA, 2013). In areas not as fortunate to have a high-speed Internet expansion, availability of programs and especially download capacity for specific asynchronous communication tools should be considered.

SERVICE LEARNING

It is more than just a collection of classes that makes an academic program or a community college successful. I believe true learning occurs when students become engaged in a service-learning project, so we offer a variety of them. I am gifted with the responsibility to train responsible and ethically-minded, young journalists who will pursue a variety of careers in strategic communications, marketing, public relations, graphic design, and the news industries. I also want these students to be community minded and to pursue projects after graduation that will further develop their hometowns.

Students report that they like the “hands-on” approach of student learning and that they learn more in these classes. I have shared this information in articles published in our Faculty Journal, as well as in the college newspaper *The Chronicle*. In addition, I have spoke about the importance of service learning before the Faculty Assembly, the Faculty Senate, the Institutional Effectiveness Council and the Academic Council. I also have had the opportunity to share some projects students have completed through service learning with our college’s Board of Governors and to a visiting accreditation group.

My students even completed a service-learning project in an effort to increase morale on campus and improve student engagement. We created Nest Fest Spirit Week with four days of activities. Character day, decade day, costume day and college color day were part of the activities. Students also planned activities for a social hour, and an evening dinner with a live band for social time. Now, an annual event.

Other recent projects include:

- Hunger on campus - created food pantry on campus, worked with Pickering and Associates to design a can structure with over 1,080 cans in it. The college community responded with 11 other can sculptures to help bring in over 2,500 cans to begin the pantry. We also wrote a grant to the Parkersburg Area Community Foundation and received \$3,300 for the pantry. Thus the creation of a food pantry on the college campus, known as The Riverhawk Nest. Two projects for students emerged, the first being the beginning of the pantry and the initial food drive in a can sculpturing event. The following semester the Can Hunger Games obstacle course provided additional food products. The pantry assists the campus community daily, as well as with holiday meals.
- Energy Awareness - students worked with Energy Efficiency Management students and the Wood County Commission to create materials for the energy students to encourage energy audits.
- Video Tourism - received a \$5,000 grant from the WV Compact Campus Community LINK Project to complete a video tourism project with the Ritchie County Tourism Bureau and the Ritchie County Progress Alliance. Presented a session on the class and some samples from the videos at a conference at Fairmont State University.
- Buy Local Initiative - grant funded and allowed for an event entitled The Taste of Ritchie County.
- Promotion of Downtown Farmers’ Market - combined with LINK project and the City of Parkersburg with creation of a billboard campaign and other promotional materials.
- Mid-Ohio Valley Native American Artifact Show - created by students and held at North Bend State Park, drew more than 200 people
- Alumni Magazine - the college’s first-ever alumni magazine came from our media students
- Retention Plan - students produced retention and enrollment improvement plans for the college

Service learning projects like this are part of my belief that students are not just a number. They are individuals seeking an opportunity to feel welcomed and challenged as they prepare for a career.



WPKM 96.3 FM - the College Radio Station

Opportunity allowed for application to the Federal Communications Commission with approval granted to being the first radio station for a community college in West Virginia. The station had to be built and then began airing in April 2015. It is a 24-hour station with a block variety of programming.

Co-host of *Random Insanity* - If you are wondering about what this show is, the name of the show explains it all: random insanity. Ivan and Nivarria have brought their show previously aired in Australia to Parkersburg and the campus of WVU Parkersburg. Ivan hails from the Outback, while Nivarria began her career in South Wales. They found a true home in the Mid-Ohio Valley. Random Insanity is fictional, unless told otherwise, and focuses on different themes based on listener letters/emails.

Created and hosted *The Shine* - an hour of contemporary Christian music that draws encouragement from the thought of allowing a person to shine with their character and personality. The show offers tidbits to motivate listeners. The Shine can be highlighted with uplifting thoughts or scriptures from a local sponsor.

Created and hosted *Blessing* - a southern gospel show based on Psalm 119:105, which explains “Thy Word is a lamp unto my feet and a light unto my path.” The show provides weekly inspiration to listeners and can be highlighted with uplifting thoughts or scriptures from a local sponsor.

Created and hosted *Turkey in the Straw* - this bluegrass show will bring out the fiddler in us all as it shares both local and national bluegrass music.

Plays/Productions

Author and director of theatrical presentations at a local church.

Santa on Trial - Arrested for stealing the spotlight of Christmas, this play has Santa on trial for many crimes committed during the holiday season.

The Chronological Nativity - You won't find wise men at this manger scene - following a true timeline of historic Christmas events.

Forgive First - As the name implies, a play about the power of forgiveness.

The Center for Teaching Excellence

promotes excellence and innovation in teaching and learning at WVU Parkersburg through pedagogical development, engagement activities, and a communal environment. I created the strategic plan and helped design the center in summer 2017. This included the concept plan, the room design, programming, facility use, budgeting, and directing. It opened in August 2017 with the vision to enhance teaching and bring about community on campus through engaging activities. The objectives of the CTE, specifically, are to:



- To initiate programs and implement services that support all members of the faculty in their teaching roles.
- To introduce innovative teaching techniques, including the use of instructional technology.
- To enhance online teaching techniques, including the use of synchronous and asynchronous tools in the classroom management system.
- To foster campus-wide conversations about enhancing student learning.
- To provide web-based resources for faculty understanding and application of innovative teaching practices.
- To engage in inquiry and reflection that address WVU Parkersburg's evolving teaching and learning needs.
- To strengthen faculty advising as part of the teaching process at WVU Parkersburg.

Charged to build the capacity of the college to integrate teaching and learning with engagement through academic initiatives, the CTE provides curricular support for both traditional and online courses. Activities through the center focus to establish and maintain long-term, sustainable, mutually-transformative partnerships across the campus. This occurs through regularly scheduled programming and a website resource for faculty. The website, cte.wvup.edu, includes faculty events, announcements, faculty spotlights, on-campus committee news (including minutes and agendas), teaching ideas, and relevant educational news. The first-year programming focuses on a TEAM approach for Teaching, Engaging, Assessing and Mentoring.

Grant Writing

Many years of grant writing experience, including a past job that resulted in writing millions of dollars of grants. Recent grants are smaller and focused on community enhancement, such as a grant for playground equipment, grants for summer youth camps, grants for a vegetable grow room on campus, a grant for a food pantry on campus, and multiple grants for service learning projects for students.

Presentations

Recent presentations include:

Education First - Technology in Education as a Tool to Guide the Classroom & Engage Students

No Silver Spoons - Understanding the Active Learning Environment in the Online Classroom

RESA Transition - It's Gone, Now How to Transition to Something Else

Culture Through the Lens of Media - A Different View of the Middle East

Color Wheel - Personality Profiling

PRIOR EXPERIENCE NOT IN EDUCATION

Regeneration Inc.

Harrisville, W.Va.

Project Manager/Communication Director: oversee the installation and write a strategic plan for a distance education site, plan conferences and programs, train youth and adults in a variety of subject matters, create website content and maintain site, work to market projects of this non-profit organization which is becoming recognized for educating and sustaining healthier families through programs such as character development for youth, and the promotion of relationship enrichment initiatives; also developed a communication plan for the organization.

The Ritchie Gazette

Harrisville, W.Va.

Reporter/News Editor/Co-Owner: included reporting on all county events, covering trials, doing the police beat, covering municipal meetings in five towns, covering the county commission and writing feature stories. The job also included taking own photographs, working with layout and story design, editing, page design, selling and designing advertisements, even stuffing inserts into the papers. I spent four years handling all account receivables for the paper as well. I also served as the news editor, handling stringers and all news information for the paper. In this job capacity, I volunteered at Ritchie County High School to create a student newspaper, The Rebel Cannon, with students writing the stories and pasting together the pages. I became a part-owner of the county newspaper after being employed there a few years.

The Clarksburg Exponent-Telegram

Clarksburg, W.Va.

Region Reporter: included reporting on events happening in an eight county region (Doddridge, Taylor, Upshur, Lewis, Randolph, Barbour, Gilmer and Tucker counties), attending council meetings and all other city meetings, meeting with mayors and commissioners regularly, as well as covering elections.

Bridgeport City Reporter: included covering municipal meetings and writing feature stories about people and events in the city.

Business Reporter: included developing business-related stories from a nine-county region, expanded from business features to industry examinations.

The Parkersburg News

Parkersburg, W.Va.

City Reporter: included reporting on events happening in Parkersburg, attending council meetings and all other city meetings, meeting with mayor weekly and councilman regularly, as well as covering elections.

Region Reporter: included reporting on a five-county region, attending council and board of education meetings, as well as controversial public meetings.

Legislative Reporter: included keeping in touch with legislators from a six-county region during the legislative session and reporting on bills that affect local readers. This beat included taking periodic trips to Charleston for events involving local residents and covering state elections.

Wonderful West Virginia Magazine

Charleston, W.Va.

Freelance writer: includes writing stories about different businesses, people and events in West Virginia for a national audience.

Goldenseal Magazine

Charleston, W.Va.

Freelance writer: includes writing stories about different people and events in West Virginia. These stories often tend to include historical narratives and are an average of 3,000 words.

Grit Magazine

Topeka, KS

Freelance writer: includes writing stories about interesting people and places in West Virginia for a national audience.

Progress Magazine

Parkersburg, WV

Freelance writer: includes writing stories for a trade magazine serving Washington County, OH, and Wood County, W.Va. I was involved in the design of this magazine. It premiered in June 2000. I wrote the three main feature stories in that issue and in all subsequent issues.

RECOGNITION

Dean's Leadership Academy completer, WVCTCS, June 2017

Educational Leadership Institute completion (for public school evaluations), April 2017

Chosen to be on Governor's RESA Task Force, Spring 2017

Presenter at three West Virginia School Board Association meetings in Spring 2017

Recipient of the Bernard P. McDonough Faculty of the Year award at WVU Parkersburg, 2015

Recipient of Employee of the Year at WVU Parkersburg, 2014

Recipient of the Community Engagement Educator of the Year for Two-Year

Institutions, a statewide honor, at the West Virginia Campus Compact Conference, 2013

ADDITIONAL COMMUNITY ACTIVITIES

Serve as director for a youth camp annually in July, spending an entire week at the Ritchie County 4-H grounds with youth aged 7 to 17, and planning all events for the camp. I write a grant to the Prather Trust for this camp on behalf of Regeneration, Inc., annually. The organization receives \$10,000 to assist with camp expenses. A total of 148 campers attended in 2017 at no cost to them. I serve as joint youth pastor of my local church with my husband. I teach at the Ritchie County 4-H Camp for the photography and newspaper classes, includes creating the camp newspaper. I am frequently a guest speaker for a variety of local organizations on leadership, communication or other related topics. I also assist local fire departments, non-profit organizations, and sheriff's department in grant writing.