

CURRICULUM VITAE

Dr. Jamie S. Switzer
Department of Journalism and Technical Communication
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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

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.

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.

TEACHING

JTC211: Computer-Mediated Visual Communication

JTC341: Broadcast News

JTC365: Foundations of Computer-Mediated Communication

JTC413: New Communication Technologies and Society

JTC640: Telecommunications

PUBLISHED WORKS

Refereed Journal Articles

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. (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 Cyberculture Studies, available at <http://rccs.usfca.edu/bookinfo.asp?ReviewID=200&BookID=173>

Switzer, J., & Switzer, R. (1993, July). *Technology transfer in distance learning*. Newsletter, American Council for Distance Education and Training (ACDET), pp. 2-10.

Refereed Chapters in Books

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.

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 Proceedings/Transactions

Switzer, J. (2007). *"I picture short sentences coming from short people": Creating impressions in CMC*. Proceedings, International Communication Association; San Francisco.

Switzer, J. (2007). *The blogging revolution: A history of blogs and their role in transforming media and education*. Proceedings, Broadcast Education Association; Las Vegas.

Switzer, J. (2005). *Examining a generation of Internet research: An analysis of a decade of research published in the Journal of Computer-Mediated Communication*. Proceedings, Association of Internet Researchers; Chicago.

Switzer, J. (2005). *Life in the real world of broadcasting*. Proceedings, Broadcast Education Association; Las Vegas.

Switzer, J., Seel, P., & Kaminski, K. (2004). *The conversion of videotaped instruction for online delivery to distance learners: A case study*. Proceedings, Broadcast Education Association; Las Vegas.

Switzer, J., Seel, P., & Kaminski, K. (2004). *Designing, developing, and teaching an online interdisciplinary studies program*. Proceedings, Teaching with Technology; Boulder, Colorado.

Switzer, J. (2003). *Use of gendered language in online communication: A content analysis*. Proceedings, Association of Internet Researchers; Toronto.

Switzer, J., & Kaminski, K. (2003, April). *Lessons learned: Converting an interdisciplinary program for online delivery*. Proceedings, TeleCoop; Breckenridge, Colorado.

Hartman, J., Lewis, J., & Switzer, J. (2002, April). *Corporate branding: A new term for strategic communication?* Proceedings, 2002 Western Decision Sciences Institute; Las Vegas.

Switzer, J., & McCambridge, J. (2000, November). *Using group decision support software to design and implement student course assessments in on-campus and distance learning contexts*. Proceedings, 2000 Assessment Institute; Indianapolis, Indiana.

Switzer, J., & McCambridge, J. (2000, April). *Distance education techniques in an on-campus context: Student perceptions, faculty challenges*. Proceedings, 2000 Western Decision Sciences Institute; Maui, Hawaii.

Switzer, J., & McCambridge, J. (1998, June). *Teaching organizational behavior in an asynchronous distance learning environment*. Proceedings, 25th Organizational Behavior Teaching Conference; LaVerne, California.

Non-Refereed Proceedings/Transactions

Switzer, J., & Tucker, M. (1998, January). *Technoeducation: Utilizing the new distance learning educational medium*. Proceedings, Southwest Educational Research Association; Houston, Texas.

Switzer, J., & Powell, K. (1997, November). *Distance learning: Is it for your university?* Proceedings, International Association of Business Communication; Washington DC.

Switzer, J. (1996, September). *Copyright cybershock*. Proceedings, Interservice Correspondence Exchange, US Department of Defense; Pensacola, Florida. (Invited speaker.)

Switzer, J., & Switzer, R. (1994, September). *Copyright issues in distance education*. Proceedings, Telelearning '94; Baltimore, Maryland.

Switzer, J., & Switzer, R. (1993, April). *Technology transfer in distance learning*. Proceedings, International Conference on Technology Management; Denver, Colorado.

Manuscripts Accepted for Publication

Switzer, J. (in press). 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*. Hershey, PA: Information Science Reference. Refereed (double blind, peer-review). Date of acceptance letter: May 15, 2007.

Switzer, J. (in press). 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*. Hershey, PA: Idea Group Publishing. Refereed (double blind, peer-review). Date of acceptance letter: April 9, 2007.

Switzer, J. (in press). 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*. Hershey, PA: Idea Group Publishing. Refereed (double blind, peer-review). Date of acceptance letter: April 9, 2007.

Switzer, J. (in press). Virtual community mentoring in higher education. In Margherita Paganì (Ed.), *Encyclopedia of multimedia technology and networking*. Hershey, PA: Idea Group Publishing. Refereed. Date of acceptance letter: January 2, 2007.

Switzer, J. (in press) E-mentoring: Mentoring at a distance. In Patricia Rogers (Ed.), *Encyclopedia of distance and online learning, 2nd edition*. Hershey, PA: Idea Group Publishing. Refereed. Date of acceptance letter: March 4, 2007.

Switzer, J. & Hartman, J. (in press). E-collaboration using GDSS when conducting virtual meetings. In Ned Kock (Ed.), *Encyclopedia of e-collaboration*. Hershey, PA: Information Science Reference. Refereed. Date of acceptance letter: February 6, 2007.

Switzer, J. (2007). From Homer to high-tech: The impact of social presence and media richness on online mentoring in higher education. In Melissa Selverian (Ed.), *New media in education*. Publisher pending. Refereed. Date of acceptance letter: May 31, 2007.

CONTRACTS AND GRANTS

Funded Projects as PI

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 Communications; \$1046.70

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

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

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; Center on Research in Communication and Technology; \$2000

2004; Grant to research the feasibility of creating an online mentoring program for JTC students; 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; Grant to research the feasibility of creating an online mentoring program for JTC students; Center for the Study of Learning and Teaching at a Distance; \$2000

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

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 Communications; \$399.

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

Funded Projects as CoPI

2002-2004; Online Interdisciplinary Program in Information Science and Technology; Colorado Institute of Technology; \$232,200.

HONORS AND AWARDS

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

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

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

2002; First Place Paper; Broadcasting 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

2007; *"I picture short sentences coming from short people": Creating Impressions in CMC.* International Communication Association; San Francisco.

2007; *The Blogging Revolution: A History of Blogs and their Role in Transforming Media and Education*. Broadcast Education Association; Las Vegas.

2006; *Applying Appropriate Principles to Visual Design*. Broadcast Education Association; Las Vegas.

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.

2005; *Life in the Real World of Broadcasting*. Broadcast Education Association; Las Vegas.

2004; *The Conversion of Videotaped Instruction for Online Delivery to Distance Learners: A Case Study*. Broadcast Education Association; Las Vegas.

2004; *Designing, Developing, and Teaching an Online Interdisciplinary Studies Program*. Teaching with Technology; Boulder, Colorado.

2003; *Use of Gendered Language in Online Communication: A Content Analysis*. Association of Internet Researchers; Toronto.

2003; *Lessons Learned: Converting an Interdisciplinary Program for Online Delivery*. TeleCoop; Breckenridge, Colorado.

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.

2002; *My favorite production assignment*. Broadcast Education Association; Las Vegas.

2002; *Corporate branding: A new term for strategic communication?* Western Decision Sciences Institute; Las Vegas.

2000; *Distance Education Techniques in an On-campus Context: Student Perceptions, Faculty Challenges*. Western Decision Sciences Institute; Maui, Hawaii.

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

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*. Colorado State University Exploring Emerging Technologies series; 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

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

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

PROFESSIONAL AFFILIATIONS AND ACTIVITIES

Activities

- Newsletter coordinator, Association of Internet Researchers
- Paper submission proposals reviewer, International Communication Association
- Paper submission proposals reviewer, AEJMC
- Subchair and paper submission proposals reviewer, Association of Internet Researchers
- 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
- Grant reviewer, Information Science and Technology Center (ISTeC)

- Reviewer, WebCT Exemplary Course Program
- Article reviewer, Society for Technical Communication
- Ran for office, AoIR

Affiliations

- International Communication Association
 - Association of Internet Researchers
 - National Communication Association
 - Association for Education in Journalism and Mass Communication
 - Broadcasting Educators Association
 - Society of Professional Journalists
 - Electronic Frontier Foundation
 - Association for Educational Communications and Technology
 - Association for the Advancement of Computing in Education
- Kappa Tau Alpha

COMMITTEES

Colorado State University

- Faculty Council
- ISTeC (Information Science and Technology Center) Executive committee
- ISTeC (Information Science and Technology Center) Education committee
- 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 Committee
- *Comment* Advisory Board, Chair
- Administrative-Professional Council Secretary
- Provost/ Academic Vice-President Search Committee
- On-line Coursework Committee
- Member of several search committees

Department of Journalism and Technical Communication

- PhD Program Committee
- Curriculum 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

College of Business

- Technology Committee
- MBA Program Committee
- Undergraduate Program Committee
- Distance Education Advisory Committee
- AACSB Reaccreditation Management Group
- Dean Search Committee
- Chair of several search committees

OTHER ACTIVITIES/ACCOMPLISHMENTS

Campus-wide survey of graduating seniors (FITness project)

Campus-wide survey of incoming freshman (FITness project)

Founder and developer, Online Mentoring Program, Department of Journalism and Technical Communication

Co-conference organizer and track chair, Future Vision 2010

Marketing campaign, Interdisciplinary Studies Program in Information Science and Technology

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

Member of planning committee: HP + You recruiting event