Board of Governors, State University System of Florida

Request to Offer a New Degree Program
(Please do not revise this proposal format without prior approval from Board staff)

University of Central Florida	**Fall 2021**
University Submitting Proposal	Proposed Implementation Term
College of Arts and Humanities	**College of Arts and Humanities**
Name of College(s) or School(s)	Name of Department(s)/ Division(s)
Themed Experience	**Master of Science (M.S.) in Themed Experience**
Academic Specialty or Field	Complete Name of Degree
Design and Applied Arts, Other 50.0499	
Proposed CIP Code	

The submission of this proposal constitutes a commitment by the university that, if the proposal is approved, the necessary financial resources and the criteria for establishing new programs have been met prior to the initiation of the program.

Date Approved by the University Board of Trustees	**President's Signature Date**
Board of Trustees Chair's Signature Date	**Provost's Signature Date**

Provide headcount (HC) and full-time equivalent (FTE) student estimates of majors for Years 1 through 5. HC and FTE estimates should be identical to those in Table 1 in Appendix A. Indicate the program costs for the first and the fifth years of implementation as shown in the appropriate columns in Table 2 in Appendix A. Calculate an Educational and General (E&G) cost per FTE for Years 1 and 5 (Total E&G divided by FTE).

Implementation Timeframe	Projected Enrollment (From Table 1)		Projected Program Costs (From Table 2)				
	HC	FTE	E&G Cost per FTE	E&G Funds	Contract & Grants Funds	Auxiliary Funds	Total Cost
Year 1	15	11.5	$24,142	$271,600			$271,600
Year 2	30	20.6					
Year 3	45	31.9					
Year 4	60	41.25					
Year 5	60	41.25	$10,541	$434,802			$434,802

Note: This outline and the questions pertaining to each section must be reproduced within the body of the proposal to ensure that all sections have been satisfactorily addressed. Tables 1 through 4 are to be included as Appendix A and not reproduced within the body of the proposals because this often causes errors in the automatic calculations.

INTRODUCTION

I.   **Program Description and Relationship to System-Level Goals**

        A. **Briefly describe within a few paragraphs the degree program under consideration, including (a) level; (b) emphases, including majors, concentrations, tracks, or specializations; (c) total number of credit hours; and (d) overall purpose, including examples of employment or education opportunities that may be available to program graduates.**

Distinct from the existing 61-hour M.F.A Theatre, Themed Experience track, the M.S. in Themed Experience is a 33-hour program with a course sequence designed to teach the unique skills, processes and concepts utilized to design and produce themed experiences for spaces that include theme parks, zoos, aquariums, themed retail, dining, interactive theatre, escape rooms, immersive hotels, museums, virtual worlds and exhibitions. Unlike the M.F.A track, the proposed M.S. is not a terminal degree and is designed to build upon the strength and diversity of UCF's theatre, art, and design programs as well as its ideal location in Orlando, the international hub of the themed entertainment industry. Students graduating from the M.S. in Themed Experience will be prepared for creative careers in the themed entertainment and experience industry. Potential employment positions include designer, art director, creative director, producer, production coordinator, concept artist, story artist, show writer, set designer and exhibition designer. Walt Disney Imagineering lists over 100 unique positions in their organization with nomenclature for position titles varying from firm to firm.

Themed experiences communicate the interactions with a physical or virtual environment designed to convey a specific narrative. In a successful themed experience, the guest interacts with a compelling environment that is created through controlled sensory input, live and recorded performances in addition to tangible physical environments. For example, in Universal's "Wizarding World of Harry Potter" the guest experience revolves around various points of the extended narrative of the Harry Potter books and films. The guest can visit a wand shop where the "wand chooses them" or enjoy a thrill ride through Gringott's bank that combines animatronics, on-screen action, and physical sets to take the visitor on an elaborate journey—even the gift shop at the exit is part of the narrative. In this case the themed experience is an interaction with an existing story that can either portray known elements or expand upon the prior story. In other instances, such as Disney's "Haunted Mansion" or "Pirates of the Caribbean," the story is constructed intentionally as a themed experience. Guests ride through haunted hallways and feel the chilled breeze from the splash of cannon balls fired at, and from, pirate ships to become immersed in original narratives.

Preparing a student to bring life to an experience like the "Wizarding World of Harry Potter" requires a transdisciplinary approach to pedagogy, combining practical elements of traditional scenic design to set the stage; dramatic writing for cast members and stage productions; film making and animation for on-screen elements; environmental design for everything from restaurants to trash cans; interactive design for playful components; and visual effects to provide the magic. While the disciplines behind each of these design elements are offered within the Florida State University System, there is no existing degree program that integrates these pertinent skill sets within the context of themed experience. For example, the curriculum for a theatrical design program would effectively incorporate stage lighting and set design; however, it might not address guest interaction or mechanisms such as decision trees (a model of alternative story paths) and multiple paths to tell branching stories in a non-linear fashion: all skills required to build a space with moving parts and participants. While a digital media or game design degree captures non-linear storytelling, interaction and decision trees, it might not incorporate theatrical

design skills to create the space for play.

Regionally, nationally, and globally, the themed experience industry is thriving with an expectation of continued expansion over the next ten years. Universal Studios Orlando will more than double in size, and Disney is rapidly updating and expanding parks and resorts worldwide. However, there is no dedicated degree program in the state of Florida that prepares graduates to design and produce themed entertainment. Our proposed M.S. in Themed Experience would be the first of its kind.

Professional support and engagement in themed experience is already well-established in the Orlando area, which serves as an international center for the industry. The Themed Entertainment Association (TEA) is the "international non-profit association representing the world's leading creators, developers, designers and producers of compelling places and experiences" with over 1595 members. The International Association of Amusement Parks and Attractions (IAPPA), has over 6,000 member companies and defines itself as "the premier trade association representing the diverse and ever-changing attractions industry" with a large percentage of these firms located in the Orlando area. In November 2019, the IAAPA Expo held in the Orange County Convention Center had approximately 42,600 attendees. Both industry organizations are growing rapidly and enjoying record numbers in membership and conference attendance. More importantly, the industry hub in Orlando and a large percentage of IAAPA and TEA members have offices in this area that will provide abundant employment opportunities for Themed Experience graduates.

Additional employment initiatives include current efforts to finalize a partnership with Universal Creative to provide three to four internships dedicated to our Themed Experience M.S. students and recent graduates in order to create specific employment opportunities in themed experience design and production. UCF is also currently working with Feld Entertainment (Disney on Ice, Jurassic World Live) and Merlin Entertainment, the second largest theme park operator in the world and owner of Legoland. Both Merlin and Feld are seeking collaborative research opportunities to include student financial awards with a goal of recruiting top talent from UCF's M.S. program.

Significantly, Disney recently announced the inclusion of additional UCF degrees to their Aspire program. Now supporting 72 degrees, the Aspire program pays 100% of student tuition—up front—for participating schools. The professionally focused M.S. in Themed Experience is an ideal addition to Disney's Aspire program for the thousands of Disney workers looking to combine their background in theme park logistics with new design knowledge and skills in the creative aspects of themed entertainment.

Additionally, many prominent industry leaders have expressed support for this degree program by providing letters of support that emphasize the need for talented individuals specifically trained in themed experience (see Appendix C, "Letters of Support from Industry and Government").

> **B. Please provide the date when the pre-proposal was presented to CAVP (Council of Academic Vice Presidents) Academic Program Coordination review group. Identify any concerns that the CAVP review group raised with the pre-proposed program and provide a brief narrative explaining how each of these concerns has been or is being addressed.**

The CAVP pre-proposal was presented to the review group November 2018 and received

unanimous support with no concerns identified.

   C. If this is a doctoral level program, please include the external consultant's report at the end of the proposal as Appendix D. Please provide a few highlights from the report and describe ways in which the report affected the approval process at the university.

N/A

   D. Describe how the proposed program is consistent with the current State University System (SUS) Strategic Planning Goals. Identify which specific goals the program will directly support and which goals the program will indirectly support (see link to the SUS Strategic Plan on the resource page for new program proposal).

The proposed MS in Themed Experience aligns with the stated goals in the SUS Strategic Plan as follows:

Teaching and Learning Goals:

Strengthen Quality and Reputation of Academic Programs and Universities: *Improve the quality and relevance of all academic programs and grow the number of institutions and academic programs with state, national, and/or international preeminence.*
Directly supports: As the themed entertainment industry continues to grow and gain influence as an international economic driver, academic institutions will need to address growing industry needs by creating programs that train graduates to enter the field. UCF can build upon its unique proximity to the hub of the themed experience industry along with its existing strengths in theatre, art, and design to deliver the premier program of its kind. Not only would UCF be the first public institution with a dedicated M.S. in this discipline, it would also be the only institution with the vast collaborative resources located in the center of this industry.

Increase the Number of Degrees Awarded in STEM and Other Areas of Strategic

Emphasis: *Increase student access and success in degree programs in the STEM fields and other areas of strategic emphasis that respond to existing, evolving, and emerging critical needs and opportunities.*
Directly supports: While the proposed M.S. is an interdisciplinary program emphasizing STEAM disciplines, that is, while design, theatre, and other visual and performing arts areas provide the core of the program, collaborative opportunities with the traditional STEM disciplines would be available through a generous listing of electives delivered across UCF, including engineering, hospitality, and game design courses.

Much of Florida's economy relies on the strength of the tourism industry where billions of dollars are spent annually in this state to design, create, operate and enjoy Florida's continuously expanding themed entertainment venues. Theme parks rely upon innovation in experience design for marketing and successful competition and are constantly seeking employees able to deliver forward-thinking concepts. UCF is uniquely positioned to meet this growing demand for a skilled workforce, forward-thinking research, and the creative thinking needed in the themed experience industry. The proposed M.S. in Themed Experience would address one critical area of strategic emphasis—critical workforce demand—by delivering a curriculum that integrates those highly-coveted skills sought by future employers in the industry. The demand for this workforce is real and is matched by student demand for the training.

Scholarship, Research, Innovation Goals:

Strengthen the Quality and Reputation of Scholarship, Research, and Innovation: *Improve the quality and impact of scholarship, research, and commercialization activities, and grow the number of faculty/departments/centers and institutions recognized for their scholarship, research, and commercialization endeavors.*

Directly supports UCF is already establishing itself as a world leader in research and scholarship in themed experience, with scholars across campus approaching theme parks and similar spaces as sites of research, teaching, and collaboration. This program's director chairs the Themed Entertainment Association Academic Network, a component of the Themed Entertainment Association, dedicated to fostering communication and collaboration between the creative leaders in industry, including the international academic community. UCF publishes the *Journal of Themed Experience and Attractions Studies*, the only academic journal specifically focused on this discipline and industry, which includes scholarship addressing challenges of accessibility, immersion, and innovation. UCF faculty have also led the formation of the Themed Experience and Attractions Academic Society that hosts the Themed Experience and Attractions Academic Symposium. The Symposium was held for the first time in 2018 during the IAAPA Expo in Orlando. The IAAPA Foundation committed sponsored the 2019 Symposium (two of the three symposium co-chairs were UCF faculty) and has already committed to sponsor the 2020 Symposium. The proposed M.S. degree would increase student and faculty engagement in this research area, expanding the reach of the existing scholarly networks.

Increase Collaboration and External Support for Research Activity: *Attract more research funding from external (includes federal and private) sources. Promote more collaboration with private industry on research projects.*

Indirectly supports: The theme park industry is driven by innovation and experimentation. As popularity and competition continue to grow so too does the need for investment in advancing the industry. Industry collaborators are thus seeking new voices and concepts, which the proposed graduate program would provide. Many leaders in the themed experience industry have already enthusiastically expressed a willingness to partner with UCF to help develop creative concepts and talent. The existing Themed Experience Advisory Council serves as a conduit to local industry and, in addition to guiding curriculum, also enhances interaction that can lead to both federal and private funding. We expect to generate increased external research funding as well as commercialization opportunities through these partnerships in imagining the future of themed experience. Similarly, institutions invested in increasing audience engagement (such as museums, historic sites, and archives) offer potential sources of external funding for themed experience design projects.

Community and Business Engagement Goals:

Increase Levels of Community and Business Engagement: *Increase faculty and student involvement in community and business engagement activities.*

Directly supports: The proposed program is designed to include internship opportunities to enhance the job placement chances of our graduates in entry-level creative positions in industry and in the community. We anticipate that this program will be attractive to those workers already in industry positions who wish to advance to higher-paying and more productive positions. Our intentional use of industry professionals as adjuncts provides primary faculty who will bring professional practice into the classroom and are often the creative leaders and the hiring decision makers. Currently, we are working with several major industry partners on proposed collaborative projects for our students (See Appendix C, "External Letters of Support").

Increase Community and Business Workforce: *Increase the percentage of graduates who continue their education or are employed in Florida.*

Directly supports Orlando is the hub of the themed experience industry and UCF's close proximity to this hub, coupled with an internship program supported by local industry, translates to our expectation that most successful graduates will find employment locally in their field of expertise. While we anticipate some graduates will take advantage of the industry opportunities offered internationally, most global firms have offices in Orlando and many industry professionals work in Orlando for an extended period during their careers.

E. **If the program is to be included in a category within the Programs of Strategic Emphasis as described in the SUS Strategic Plan, please indicate the category and the justification for inclusion.**

The Programs of Strategic Emphasis Categories:
1. Critical Workforce:
   • Education
   • Health
   • Gap Analysis
2. Economic Development:
   • Global Competitiveness
3. Science, Technology, Engineering, and Math (STEM)

Please see the Programs of Strategic Emphasis (PSE) methodology for additional explanations on program inclusion criteria at <u>the resource page for new program proposal</u>.

The M.S. in Themed Experience would be a program of Strategic Emphasis in the category of Critical Workforce—Gap Analysis. As noted earlier, Orlando is the international hub of the themed entertainment industry but, while local educational institutions currently provide strong and diverse offerings in hospitality and tourism, none specifically address the production, design and development needs of the themed experience industry. Orlando's job market in this area continues to grow: the region has been ranked #1 in the nation for job growth, with the Walt Disney World Resort and Universal Orlando Resort as the #1 and #2 employers in the region. *The Orlando Economic Partnership 2030: Insight into Orlando's Future* report forecasts a growth of nearly 15,000 jobs by 2030. Other major creative hubs are supported cohesively by significant and prominent academic degree programs. The Los Angeles film industry has UCLA, USC, and AFI film schools. The prominence of art and design in New York is supported by Parson's School of Design, School of Visual Arts, New York City School of Design, Cooper Union, and Pratt. In some instances, industries have centered themselves around the strength of university programs such as the thriving tech industry in Boston and the digital media and game industry in Austin, Texas. Located in Orlando, UCF is uniquely positioned to meet the needs of the themed entertainment industry. Our projections anticipate approximately 30 graduates annually from the Themed Experience M.S. degree program within the first 5 to 6 years. Enrollment growth and graduation rates will be carefully monitored to ensure the highest quality education for our students as well as top placement opportunities for our graduates.

The pedagogical design of the proposed degree draws on the growing role of "hybrid" jobs, identified by the 2019 Burning Glass report "The Hybrid Job Economy: How New Skills are Rewriting the DNA of the Job Market" as "combining skill sets that never used to be found in the same job, such as marketing and statistical analysis, or design and programming." The report, which draws on aggregated data from nearly a billion job postings, notes that one in eight job

postings is now hybridized, with hybrid roles "projected to grow twice as fast as jobs overall (21% vs 10% over the next decade)." The intersection of design and development is noted in the report as one of the five key skill areas for hybrid job roles. Such jobs are notably resilient particularly in the face of increased automation.

F. Identify any established or planned educational sites at which the program is expected to be offered and indicate whether it will be offered only at sites other than the main campus.

Though students would have the option of taking some of their elective coursework at the Rosen College of Hospitality Management or the UCF Downtown campus, the majority of the curriculum, including the 21 hours of core courses, will be delivered at UCF's main campus, primarily in space located within the School of Performing Arts. We will assess the program annually and explore the possibility of developing a low-residency program that offers several courses in various modalities to support the scheduling needs of full-time workers. Doing so would enable these employees to complete the M.S. course of study within two years. As we increase the scale of the cohorts over the first five years, we will be able to better assess student demand and/or need for alternative modalities of course delivery.

INSTITUTIONAL AND STATE LEVEL ACCOUNTABILITY

II.   **Need and Demand**

    A. **Need: Describe national, state, and/or local data that support the need for more people to be prepared in this program at this level. Reference national, state, and/or local plans or reports that support the need for this program and requests for the proposed program which have emanated from a perceived need by agencies or industries in your service area. Cite any specific need for research and service that the program would fulfill.**

The themed experience industry has been growing at a rapid rate for several years and is predicted to continue its growth in the foreseeable future. In 2018, IAAPA published statistics emphasizing the rapidity of growth in the industry: "Worldwide theme park attendance increased to a record 1.1 billion in 2017; an increase of 31.4 million from the previous year. That trend is set to continue as the IAAPA report forecasts 3.8% of compound annual growth in attendance between 2017 and 2022, giving a total of 1.3 billion theme park visitors in the final year of the period." Worldwide spending in theme parks increased by 5% in 2018 to $48.8 billion with $22.9 billion of this amount spent in North American theme parks. IAAPA reports that growth will continue at 6.5% annually over the next four years to reach $60.5 billion in 2022. Walt Disney World's Magic Kingdom continues to dominate this market with an attendance of over 20 million in 2018, with the central Florida parks holding 7 out of 10 spots in the top-ranked North American parks for attendance (Theme Index / Museum Index 2018).

These powerful statistics underscore the substantial popularity and growth of the theme park industry, assuring a continuing need for specifically trained and educated creative talent. However, it is important to understand that theme parks are not the only possible employment pathways available to graduates. In 2018, *Theme Park Insider* reported the following: "Themed entertainment is expanding beyond its traditional home in theme parks to influence the design of museums, libraries, and brand encounters. Institutional leaders are coming around to understand that the lessons the industry has learned about storytelling in theme parks can help them to develop better storytelling experiences in other out-of-home environments." New categories of themed experience are continually emerging from entrepreneurial efforts of designers: for example, the number of escape rooms (a compact, puzzle-driven themed experience game space)

in the US has risen from 22 to over 2000 in the span of three years. (https://www.nytimes.com/2018/04/11/business/escape-room-small-business.html).

This expansion drives a corresponding growth in jobs, as noted in the discussion of the program's strategic emphasis: the Orlando Economic Partnership 2030 report specifically identifies Amusement Parks and Arcades as an area where Orlando's growth will outpace the rest of the nation. Related fields, such as Traveler Accommodation and Other Amusement and Recreation Industries, are also expected to grow to encompass nearly an additional 15,000 jobs by 2030. https://info.orlandoedc.com/hubfs/2030report.pdf?hsCtaTracking=d3c38513-9e66-4b87-8a42-922d7eeac13a%7C3ea21d81-b590-4248-8317-85747fadd423. New growth to serve increasing attendance will continue to create job opportunities: for instance, Universal anticipates 14,000 jobs as part of the opening of the new "Epic Universe" park, currently under construction. (https://www.forbes.com/sites/lisettevoytko/2019/08/01/universal-announces-new-orlando-theme-park-promises-14000-new-jobs/#b79bcfe54986)

> **B. Demand: Describe data that support the assumption that students will enroll in the proposed program. Include descriptions of surveys or other communications with prospective students.**
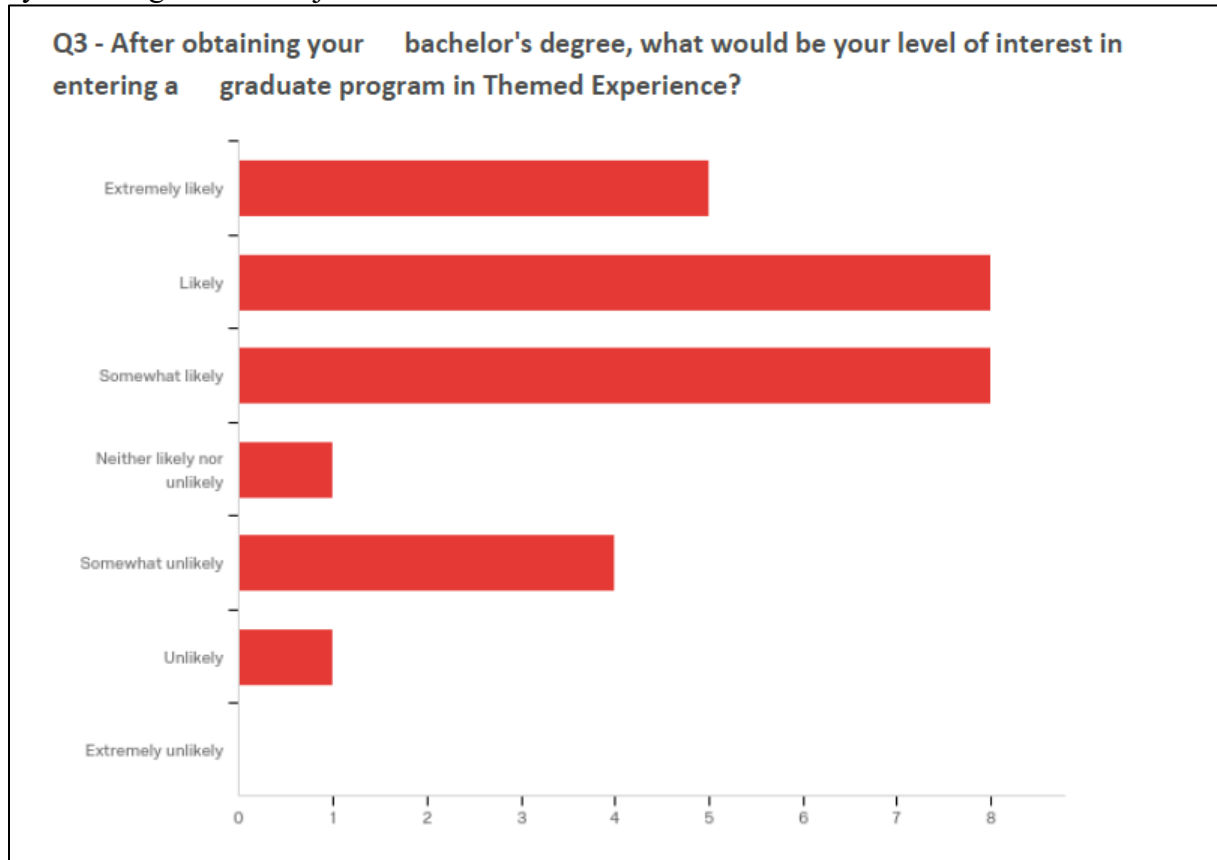
While the M.S. will be a 33-hour program completed within two years, our experience recruiting for the new 61- hour track in themed experience for the M.F.A. in Theatre is a strong indicator of the significant student interest and demand we anticipate for this degree. Approved January 2019 for fall 2019 implementation, the track received less than the usual recruitment efforts and publicity we provide our new programs. Given the minimal publicity, coupled with a lengthier program of study, we anticipated this M.F.A. track would be slow to build its applicant pool, especially for the fall 2019 cohort. However, we found the opposite to be true. The track garnered 35 applications for the initial 10 spots in the inaugural class making the admissions process highly competitive. The admissions committee accepted 12 applicants initially, anticipating a yield of around 70% and, based on response to these admission offers, agreed to create a waitlist of additional students to who to extend offers. Instead, 11 out of 12 original applicants chose to accept their offers and matriculate. One student was admitted from the wait list and immediately accepted our offer. In short, student interest and enthusiasm for the new M.F.A. track in themed experience exceeded our most optimistic projections. Based on these responses, we anticipate increased demand for the proposed M.S. in Themed Experience given the appeal of its industry-specific curriculum and shorter completion time.

The proximity of UCF to the attraction industry is an undeniable asset for a program in this discipline. Currently, Walt Disney World has an estimated 74,000 employees and, in January 2019, the second largest Orlando theme park, Universal Studios, announced they would be hiring an additional 2,500 employees. (https://m.orlandoweekly.com/Blogs/archives/2019/01/31/universal-orlando-is-looking-to-hire-2500-new-employees) A more recent article demonstrates the potential need industry has, and will continue to have, for students trained in those skills highly valued by industry experts. (https://news.orlando.org/blog/the-tech-behind-the-magic/)

Additionally, existing UCF undergraduates in two target prospective student populations for recruitment have expressed interest in the degree. The first target group was asked to complete the survey as part of a study for the purpose of obtaining data for the M.S. proposal due to their participation in a Themed Entertainment Association student group. Of the twenty-seven students responding, 95% of those polled expect to graduate in the next three years. Also, 95%

of those polled would like to remain in the Orlando area after graduation. 48% of respondents would be extremely likely or likely to apply to a themed experience graduate program. Only 18% of respondents were not interested in pursuing a graduate degree in themed experience. 85% of respondents are currently studying either engineering or computer science, suggesting that the proposed program might provide a bridge for those students towards the growing number of hybrid design-technical jobs in this area.

Q3 - After obtaining your bachelor's degree, what would be your level of interest in entering a graduate program in Themed Experience?

Response	Count
Extremely likely	5
Likely	8
Somewhat likely	8
Neither likely nor unlikely	1
Somewhat unlikely	4
Unlikely	1
Extremely unlikely	0

The second group of students surveyed are current undergraduates enrolled in College of Arts and Humanities courses with particular correlation to the field: Creative Industries, Experimental Animation, Advanced Computer Graphic Design, Writing for Video Games, and Star Wars. Of the 34 students responding, 14 (41%) indicated they would be extremely likely or likely to be interested in entering a graduate program in Themed Experience following graduation. An additional 8 (24%) indicated they would be somewhat likely to apply. Combined, these surveys suggest that students from a range of disciplinary backgrounds might be drawn to apply to the program, allowing for a truly interdisciplinary cohort (see Appendix D, "Surveys").

Q3 - After obtaining your bachelor's degree, what would be your level of interest in entering a graduate program in Themed Experience?
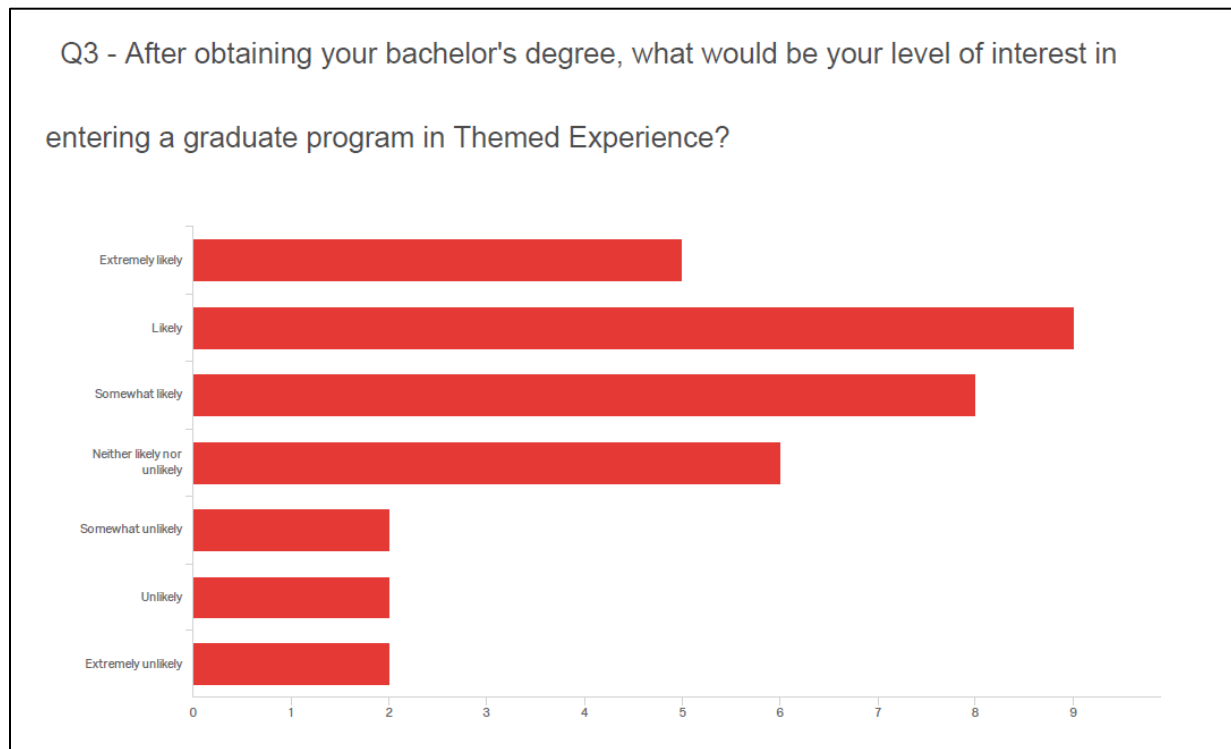
C. **If substantially similar programs (generally at the four-digit CIP Code or 60 percent similar in core courses), either private or public exist in the state, identify the institution(s) and geographic location(s). Summarize the outcome(s) of communication with such programs about the potential impact on their enrollment and opportunities for possible collaboration (instruction and research). In Appendix C, provide data that support the need for an additional program.**

There are no existing graduate degree programs in the State University System that focus on themed experience. UCF's M.S. in Themed Experience would be the first of its kind in the state and UCF's proximity to the local attraction and entertainment industry positions us well to address the workforce needs of our local partners.

D. **Use Table 1 in Appendix A (1-A for undergraduate and 1-B for graduate) to categorize projected student headcount (HC) and Full Time Equivalents (FTE) according to primary sources. Generally undergraduate FTE will be calculated as 30 credit hours per year and graduate FTE will be calculated as 24 credit hours per year. Describe the rationale underlying enrollment projections. If students within the institution are expected to change majors to enroll in the proposed program at its inception, describe the shifts from disciplines that will likely occur.**

The projections in Table 1 are conservative estimates based on admissions data obtained from UCF's M.F.A. in Theatre, Themed Experience track and a similar M.F.A. program in Georgia at the Savannah College of Art and Design (SCAD). The sample size is relatively small as both are new programs with cohorts of 12 and 15 respectively. Both programs were announced with very little publicity yet both reached capacity within the first year. Since the proposed M.S. is designed to attract potential practitioners and current industry professionals, we anticipate even greater interest in UCF's program. Though out-of-state, the Entertainment Technology graduate degree program at Carnegie Mellon University (CMU) also provides data to support our projected student headcount since it is a well-established program with a strong international reputation. In 2019, the program received 350 applications and accepted 80 students; 77

matriculated into its annual cohort capped at 80. Overall, the general acceptance rate at CMU is 21.7%. It bears repeating that the proximity of our proposed program to the heart of the attraction and entertainment industry is a key factor in our enrollment projections.

The following is an explanation of the primary sources of students from Table 1 in Appendix A:

Source of Students	Explanation of Projected Number
Individuals drawn from agencies/industries in your service area (e.g., older returning students)	9 of the 23 students applying to the MFA in Theatre, Themed Experience track are returning, older students; however, this M.S. will attract a higher percentage of returning students already employed within the local attraction and entertainment industry. We project acceptance of 10-15 annually from this group, especially with the recent partnership between UCF and Disney's Aspire program.
Students who transfer from other graduate programs within the university	While the projected number is 3-4, we have received inquiries from students wishing to transfer degrees, but we expect this number to steadily decrease once the M.S. degree is established and our recruitment efforts become more strategically focused.
Individuals who have recently graduated from preceding degree programs at this university	Currently, there is no undergraduate degree in Themed Experience at UCF, however, students in the college's existing undergraduate degree programs would be logical populations to target for our recruitment efforts and we anticipate accepting around 3/year. These programs include the B.F.A. in Emerging Media with tracks in character and experimental animation and graphic design; the B.A. in Digital Media, especially the game design track; the B.F.A. and B.A. in Theatre and the B.M. and B.A. degrees in Music. Additionally, students in Rosen College's Entertainment Management undergraduate program have expressed interest in the proposed M.S. The results of the student survey also suggest a potential interest from students in other STEM programs throughout the university looking to combine their technical knowledge with design skills.
Individuals who graduated from preceding degree programs at other Florida public universities	There are no undergraduate degree programs in the State University System in Themed Experience. However, we anticipate the M.S. in Themed Experience will draw students from graphic design, scenic design, fine art, digital media, animation and other creative degree programs offered throughout the SUS and anticipate 2 to 3 students per year.
Individuals who graduated from preceding degree programs at non-public Florida institutions	The Ringling College of Art and Design in Sarasota, Florida started an undergraduate studio degree program in Entertainment Design in fall 2019. The proximity of Ringling to Orlando suggests its graduates would be interested in continuing their education in Orlando by pursuing our M.S. degree. Since Ringling will not graduate its first class until 2023, any impact on our applicant pool would not be immediate but we anticipate 1 to 3 students per year.
Additional in-state residents	We project at least 10-15 applicants (about 4/year) with visual art or design undergraduate degrees from other SUS institutions.

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Additional out-of-state residents	This number is projected at 1-4 initially but is expected to substantially increase through year 4 as program marketing and reputation spread
Additional foreign residents	We do not anticipate any international students in the first 5 years of the program.

E. **Indicate what steps will be taken to achieve a diverse student body in this program. If the proposed program substantially duplicates a program at FAMU or FIU, provide, (in consultation with the affected university), an analysis of how the program might have an impact upon that university's ability to attract students of races different from that which is predominant on their campus in the subject program. The university's Equal Opportunity Officer shall review this section of the proposal and then sign and date Appendix B to indicate that the analysis required by this subsection has been completed.**

By its very definition, themed experience attracts a wide and diverse pool of individuals from different backgrounds, ethnicities, viewpoints, and unique talents. The theme park industry is international, with companies such as Disney thriving across borders and recruiting talent from around the world. A combination of this inclusive, international appeal; industry partnerships; and targeted recruitment through our already-diverse undergraduate programs in related areas would help ensure a diverse enrollment in this program. We anticipate a similar reflection of diversity in the admission applications we will receive. Additionally, as UCF is now a Hispanic Serving Institution, we can leverage our designation to aid in the recruitment of Hispanic/Latinx and underrepresented students.

The College of Arts and Humanities strives to recruit and retain a diverse faculty, staff and student population and our goals continue to include leveraging practices that attract and retain underrepresented classes locally and nationally. Our mission is to create a culture that recognizes and values diversity and inclusion to ensure that all students and faculty, regardless of experiences and circumstances, can achieve their full potential.

The proposed program is unique in the state of Florida so there is no duplication with FAMU or FIU.

III. **Budget**

A. **Use Table 2 in Appendix A to display projected costs and associated funding sources for Year 1 and Year 5 of program operation. Use Table 3 in Appendix A to show how existing Education & General funds will be shifted to support the new program in Year 1. In narrative form, summarize the contents of both tables, identifying the source of both current and new resources to be devoted to the proposed program. (Data for Year 1 and Year 5 reflect snapshots in time rather than cumulative costs.)**

The program anticipates ramping up admissions to 30 students each fall by year four. Its location in the international hub of the themed entertainment industry cohort means there is a large pool of industry professionals qualified to teach with current experience at the leading entertainment firms. Many have already expressed a desire to contribute to our program by teaching part-time or providing meaningful internship opportunities or class projects. These successful professionals will bring industry contacts and state-of-the-art knowledge and production techniques into the classroom. We believe a balanced mix of industry professionals with full-time faculty will enhance student learning objectives and outcomes.

In addition to the existing program director and tenured faculty member, we plan on an additional full-time instructor/lecturer to accommodate the instructional needs of the program and to maintain the necessary balance between full-time faculty and adjunct support. Costs for an Instructor/Lecturer faculty line, with industry experience and academic credentials, range from $70,000 to $80,000. Since operations, design and production compensation in the themed entertainment industry have relative parity, we expect the full-time instructor salary to be in the range of $70,000 -$80,000.

Use of Faculty Adjuncts (OPS) – Initially, in Year 1 we project using three adjunct instructors for approximately 40% of the classes taught in this program. Our adjunct usage is intentional given the value of expertise industry professionals bring to the classroom and the potential internships and employment opportunities they can offer our students. That percentage will be reduced with the hire of a full-time instructor/lecturer in Year 2, as noted above. The Year 1 cost of the three adjunct faculty is $9,000 ($3,000/adjunct hire). In year five, with a full-time instructor in place, the adjunct need will be reduced to a single course for a total cost of $3,000.

USPS Salaries – There will be an immediate need in Year 1 for an administrative assistant to support the students and the increased growth in headcount and enrollment we anticipate. A salary figure for this position is approximately $45,000 (salary plus benefits). During the third year, when this program grows as anticipated, funding from new enrollment growth could potentially be used to hire additional part-time administrative support.

Assistantships – Currently, there are no plans to provide assistantships to students in the Themed Experience M.S. degree program. Industry partners have already expressed substantial interest in the program, so it is hoped that several of the interested companies would sponsor an assistantship or provide student financial support through scholarships. The program is also designed with full-time employees in mind, and course offerings and schedules will be reviewed and adjusted to best accommodate those employees.

In most instances adjunct reliance is not encouraged; however, when academic institutions offering programs in art and design are centered in creative hubs, adjunct faculty, carefully selected from industry-leading organizations, serve to create a vibrant and relevant program of study. Such is the case with USC, UCLA, and NYU film schools and other design schools, including Parsons School of Design, Cal Arts, Cooper Union, and Pratt. UCF will build the successful balance of industry experts teaching and collaborating closely with full-time faculty to deliver a cutting-edge program that recognizes and incorporates industry excellence and innovation. Themed Experience is a new academic discipline and, up to this point, most of the exploration, experimentation and research into the creation of themed experience has been conducted by industry. We believe utilizing a stable and modest percentage of adjunct faculty who are current practitioners and leaders in the field will build upon the innovation the industry has accomplished by providing extensive collaboration with graduate candidates and industry professionals in the classroom.

Library Resources – Themed Experience is a fast-paced industry and each year there are a number of new books on the subject. We anticipate costs of $500 annually to acquire new titles for the library as the program develops.

       B. Please explain whether the university intends to operate the program through continuing education, seek approval for market tuition rate, or establish a differentiated graduate-level tuition. Provide a rationale for doing so and a timeline for seeking Board of

Governors' approval, if appropriate. Please include the expected rate of tuition that the university plans to charge for this program and use this amount when calculating cost entries in Table 2.

At this point we do not plan to operate the program through continuing education, to charge market rate tuition or to establish a differentiated graduate tuition level. Tuition will be the standard UCF graduate tuition rates.

C. If other programs will be impacted by a reallocation of resources for the proposed program, identify the impacted programs and provide a justification for reallocating resources. Specifically address the potential negative impacts that implementation of the proposed program will have on related undergraduate programs (i.e., shift in faculty effort, reallocation of instructional resources, reduced enrollment rates, greater use of adjunct faculty and teaching assistants). Explain what steps will be taken to mitigate any such impacts. Also, discuss the potential positive impacts that the proposed program might have on related undergraduate programs (i.e., increased undergraduate research opportunities, improved quality of instruction associated with cutting-edge research, improved labs and library resources).

We expect the program to have a positive impact on undergraduate enrollment rates. Based on applications for the first cohort of M.F.A. themed experience track, we found a significant number were UCF graduates seeking to continue their education at this institution. This assumption is supported by the offering TPA 3183, "The Themed Experience," during the 2018-19 academic year. Scheduled to run twice each year, the course has already sparked interest in a graduate program focused on themed experience. Additionally, the course has demonstrated to these students how their skill sets, and education can be applied to the field of themed experience. While a single undergraduate course is not enough to prepare a student to design or produce themed experiences at the professional level, it has increased awareness of the fundamentals and methodology utilized by creative professionals. Several students from this class have expressed interest in applying to a graduate program in themed experience. Other undergraduate students enrolled in related disciplinary classes have also expressed interest in such a program as supported through Qualtrics survey responses. 77.76% of the undergraduate UCF students surveyed responded that they were somewhat to extremely likely to have an interest in applying for a themed experience graduate degree. (see Appendix D, "Surveys").

D. Describe other potential impacts on related programs or departments (e.g., increased need for general education or common prerequisite courses, or increased need for required or elective courses outside of the proposed major).

This is a graduate-level program so there is no impact to the general education or common prerequisite courses. We anticipate some initial impact on enrollment numbers for the M.F.A Theatre, Themed Experience track since some current students may find the more industry-focused M.S. degree program more attractive. However, we anticipate that, over time, a number of M.S. students may wish to continue their studies and transfer to the M.F.A. in Theatre track since M.F.A. is a 61 -credit, terminal degree that incorporates a thesis and focuses on the skills and methodology of traditional theatrical design and production. The M.F.A will be a more attractive option for students pursuing an academic career as well. Twelve hours of restricted electives and/or internship experiences are required with students selecting elective courses from a course listing compiled across colleges with relevant disciplines (see Appendix G, "Elective Course Listing and Descriptions"). There will be minimal impact on related graduate programs since the only required courses outside of the M.S. degree are two courses offered through the School of Performing Arts, a Research Methods course and a Careers in Themed Experience

course, both of which will have separate sections scheduled specifically for themed experience students. The M.S. will share five courses (all existing) with the M.F.A. track in themed experience: TPA 6158 - Small Project Studio, TPA 6186 - Immersive Experience Project Studio, TPA 6921 - Collaborative Project Studio, TPA 6188 - Visualizing Themed Environments and TPA 6187 - Themed Experience Seminar. We do not anticipate a need in the first three semesters to offer additional sections of the courses noted above because the cohort can be accommodated given the current projections for enrollment growth. Based on our enrollment forecast, we would anticipate the need to schedule additional sections of these classes by year 3 as our cohorts grow to capacity (30 each) but also anticipate that our careful balance of full-time instruction with adjunct usage will more than address any increased demand. The remaining 12 hours of the M.S. curriculum will be met from a list of restricted electives and/or internship credit.

> E. **Describe what steps have been taken to obtain information regarding resources (financial and in-kind) available outside the institution (businesses, industrial organizations, governmental entities, etc.). Describe the external resources that appear to be available to support the proposed program.**

The College of Arts and Humanities has established a Themed Experience Advisory Council comprised of notable industry leaders from the themed entertainment industry (see Appendix K, "Themed Experience Advisory Council"). This body includes representatives from Universal, Disney, Hershend, the Orlando Magic, Feld Entertainment, Falcons Creative, and AOA, all of whom have pledged support for the Themed Experience degree program. We have also established strong connections with other major industry firms such as Merlin Entertainment, EXP, ETC, Technifex, and Birket Engineering (see Appendix C, "Letters of Support from Industry and Government"). The director of the Themed Experience program is an Eastern Division Board member of the Themed Entertainment Association (TEA), the premier professional organization devoted to the design and production of themed experiences. UCF faculty have worked closely with IAPPA, the largest international trade association for permanently situated amusement facilities worldwide. The annual IAAPA Expo held in the Orange County Convention Center here in Orlando averages approximately 40,000 attendees. Past presidents of IAPPA and TEA have provided written support for a Themed Experience program at UCF (see Appendix C, "Letters of Support from Industry and Government"). Both these organizations have significant potential to provide internship experiences leading to employment opportunities for our graduates.

IV.   **Projected Benefit of the Program to the University, Local Community, and State**

> **Use information from Tables 1 and 2 in Appendix A, and the supporting narrative for "Need and Demand" to prepare a concise statement that describes the projected benefit to the university, local community, and the state if the program is implemented. The projected benefits can be both quantitative and qualitative in nature, but there needs to be a clear distinction made between the two in the narrative.**

There is a great need in the Orlando area for highly skilled and trained individuals who can design and produce themed entertainment. Creative innovation and the adaptation of new ideas, new means of interaction and new experiences are the means for Orlando and the state of Florida to continue to lead the world in themed entertainment. This program's projected to provide approximately 30 graduates annually (in addition to the 10-12 graduates from the M.F.A. track in Themed Experience) to meet the need for the next generation of themed entertainment talent. The M.S. will attract young individuals who have successfully completed undergraduate degrees

in creative fields as well as industry professionals looking to hone their skills and develop world-class creative portfolios. This program will enable students to use existing skill sets and create work focused on the interaction with environments designed to tell a story. It is a unique approach that will produce a broad range of graduates ready to become successful themed experience creative leads.

V.   Access and Articulation – Bachelor's Degrees Only

A. **If the total number of credit hours to earn a degree exceeds 120, provide a justification for an exception to the policy of a 120 maximum and submit a separate request to the Board of Governors for an exception along with notification of the program's approval. (See criteria in Board of Governors Regulation 6C-8.014)**

   N/A

B. **List program prerequisites and provide assurance that they are the same as the approved common prerequisites for other such degree programs within the SUS (see link to the Common Prerequisite Manual on the resource page for new program proposal). The courses in the Common Prerequisite Counseling Manual are intended to be those that are required of both native and transfer students prior to entrance to the major program, not simply lower-level courses that are required prior to graduation. The common prerequisites and substitute courses are mandatory for all institution programs listed and must be approved by the Articulation Coordinating Committee (ACC). This requirement includes those programs designated as "limited access."**

   If the proposed prerequisites are not listed in the Manual, provide a rationale for a request for exception to the policy of common prerequisites. NOTE: Typically, all lower-division courses required for admission into the major will be considered prerequisites. The curriculum can require lower-division courses that are not prerequisites for admission into the major, if those courses are built into the curriculum for the upper-level 60 credit hours. If there are already common prerequisites for other degree programs with the same proposed CIP, every effort must be made to utilize the previously approved prerequisites instead of recommending an additional "track" of prerequisites for that CIP. Additional tracks may not be approved by the ACC, thereby holding up the full approval of the degree program. Programs will not be entered into the State University System Inventory until any exceptions to the approved common prerequisites are approved by the ACC.

   N/A

C. **If the university intends to seek formal Limited Access status for the proposed program, provide a rationale that includes an analysis of diversity issues with respect to such a designation. Explain how the university will ensure that Florida College System transfer students are not disadvantaged by the Limited Access status. NOTE: The policy and criteria for Limited Access are identified in Board of Governors Regulation 6C-8.013. Submit the Limited Access Program Request form along with this document.**

   N/A

D. **If the proposed program is an AS-to-BS capstone, ensure that it adheres to the guidelines approved by the Articulation Coordinating Committee for such programs, as set forth in Rule 6A-10.024 (see link to the Statewide Articulation Manual on the resource page for new program proposal). List the prerequisites, if any, including the specific AS degrees which may transfer into the program.**

   N/A

INSTITUTIONAL READINESS

VI.   Related Institutional Mission and Strength

        A. Describe how the goals of the proposed program relate to the institutional mission statement as contained in the SUS Strategic Plan and the University Strategic Plan (see link to the SUS Strategic Plan on the resource page for new program proposal).

The M.S. in Themed Experience at UCF will produce graduates uniquely qualified to create new knowledge and expand the creative boundaries of the themed experience industry. UCF is engaged in an ongoing dialogue with industry to ensure that our graduates have the skill sets, knowledge and expertise to become successful practitioners. Orlando is the epicenter of the themed experience industry and is, therefore, the ideal location and environment to foster such a degree program.

This graduate degree strongly aligns with the strategic plans of both the State University System and the University of Central Florida.

The 2011-2025 Strategic Plan for the SUS encourages programs to focus on driving production of growth within the state economy. The themed entertainment industry is an economic driver in Florida within the Orlando area, specifically depending upon this industry for much of its financial well-being. Furthermore, the proposed program specifically meets the SUS strategic plan emphases on the importance of local economic transformation and the advancement of community and business engagement. By directly connecting to the region's major employers and working towards partnerships and internship opportunities, the proposed degree will both create new synergies and opportunities for shared innovation and enrichment. The creative, interdisciplinary experiences that emerge will serve the desire for growth both in UCF and in the region. The M.S. in Themed Experience directly addresses these needs through the partnerships with industry and active efforts to fill a need for highly skilled creative talent to help grow and enhance an industry that is the life blood of our community. As noted in the previous discussion of hybrid jobs, the program specifically addresses sustainable employment, preparing students to thrive in the demands of rapidly changing communities and businesses.

The M.S. in Themed Experience also responds to some of the primary goals set forth in UCF's Collective Impact Strategic Plan in aligning an interdisciplinary degree with identified industry needs. The continued health of the themed entertainment industry in Orlando is dependent upon innovation, creativity and design. There is a direct correlation between the introduction of new exhibitions and experiences and increases in tourist dollars. This is clearly exemplified in the surge in tourism created by The Wizarding World of Harry Potter, Volcano Bay and the expected response to the introduction of "Star Wars Galaxy's Edge." Outside of the world-famous theme parks, Orlando's tourism has also supported the growth of smaller themed experiences and new businesses, ranging from the "Mortem Manor" historical haunted house to several local escape rooms with rotating playable puzzles. All these endeavors have strong design and story components that create compelling and popular attractions. The M.S. in Themed Experience will collaborate with business and design firms to develop graduates to enter this field.

While the local economic connections of the proposed degree are significant, the potential for impact extends beyond our own region and community. Themed experience is a worldwide and multicultural phenomenon. The work that is produced and developed in Orlando has a profound impact on the popular cultural international landscape. Graduates of the proposed degree will

have the potential to bring their UCF training and Orlando industry experience to drive innovation around the globe.

B. Describe how the proposed program specifically relates to existing institutional strengths, such as programs of emphasis, other academic programs, and/or institutes and centers.

The M.S. in Themed Experience draws upon the unique strengths of the University of Central Florida and the College of Arts & Humanities and is uniquely positioned to address a state-identified area of emphasis – workforce demand.

UCF is the only public research university located in the epicenter of the themed entertainment industry. Orlando is home to Walt Disney World, Universal Studios, Legoland, and SeaWorld, in addition to numerous specialized companies that support their endeavors, and a growing number of smaller attractions capitalizing on the region's tourism. Consequently, UCF can draw upon literally thousands of industry professionals and hundreds of design and design/build firms to support the M.S. in Themed Experience program and its students, providing a significant opportunity for internship and job placement in this field.

Other colleges would also complement the proposed degree, specifically, the Rosen College of Hospitality, one of the most highly ranked hospitality colleges in the country. Rosen faculty are renowned for their work in the operation and management of themed experiences with many faculty bringing in expertise as a result of having worked directly in the themed entertainment environment. In the field of themed experience, there is a mutually beneficial relationship between management, operations, design and production. While Rosen focuses on management and operations, CAH offers distinctive programs in the visual and performing arts, including architecture, character and experimental animation, digital media, graphic design, theatre, fine art, design, and music.

UCF has the scale to accommodate a highly focused graduate degree that touches a broad range of disciplines. The expansiveness of the course catalog, breadth of facilities and diversity of scholarship within the faculty and academic community provide a wealth of expertise to support this program. While diversity of scholarship and scale can be considered assets for many institutions, UCF is one of the largest in the country and excels in quality and scale.

C. Provide a narrative of the planning process leading up to submission of this proposal. Include a chronology in table format of the activities, listing both university personnel directly involved and external individuals who participated in planning. Provide a timetable of events necessary for the implementation of the proposed program.

October 2017 to April 2018
The first formal meeting to plan the M.S. degree was held in April 2018. Attendees discussed and decided to offer both an M.F.A. Theatre, Themed Experience Track, as well as a separate M.S. degree program. The track is intended for students interested in a terminal degree who may pursue a career in academia and wish to benefit from the additional coursework and the focus of a Theatre M.F.A. The M.S. degree is intended as an attractive option for returning students, those already employed in the entertainment industry, or individuals with prior theatre experience who wish for more flexible collaborative opportunities with other academic disciplines. Lynn Hepner provided expertise regarding the planning and implementation process for a new degree proposal and the planning group began work on developing the CAVP pre-proposal document to submit to Academic Affairs for review at the CAVP November meeting.

October 2018
Significant work was completed on the Themed Experience track, most notably the development and approval of the five core courses to be used in the track as well as the proposed M.S. degree. Peter Weishar began conversations with university librarians to assess needs for the new M.F.A. track as well as the M.S. proposal under development. A face-to face meeting was held in early October 2108. In follow up emails, Weishar provided the librarians with a list of approximately 120 volumes to be added to the collection. Since Theatre already had an extensive collection, the additional volumes focused on themed experience and entertainment.

November 2018
On November 29, 2018, the College of Arts and Humanities received official notification of the approval from the CAVP working group to develop a full proposal for a M.S. in Themed Experience. During this month, the college also established a Themed Experience Working Group (TEWG). The TEWG is comprised of CAH and School of Performing Arts administrators working toward the college's themed experience initiative, including the proposed M.S. degree. This group has met, and continues to meet, on a regular basis every 3 to 4 weeks to facilitate communication between areas and coordinate the necessary support of and expertise to move both initiative and proposal forward.

December 2018
On December 12, 2018, Lynn Hepner, Paul Lartonoix, and Peter Weishar (by phone) met with Paige Borden and John Weishampel to discuss the M.S. proposal. Borden and Weishampel provided guidance and expertise regarding the format as well as university expectations.

January 2019
The inaugural meeting of the Themed Experience Advisory Council took place to seek industry contributions to the college's themed experience initiative and the M.S. degree proposal. The Advisory Council was briefed on the proposed curriculum, dedicated resources and projected scale of the program. The group provided advice and ideas regarding internships and ways to engage with industry. The advisory meetings are ongoing.

February 2019
The five core courses to be used in the M.F.A. track and, more importantly, the M.S. degree under development were approved by the school, college and university curriculum committees with final approval secured at the February 2019 meeting of the Graduate Council Curriculum Committee.

November 2019
Presentation to the UCF Board of Trustees. Dean Jeffrey Moore (College of Arts & Humanities), Dean Youcheng Wang (Rosen College of Hospitality Management), Dean Michael Georgiopoulos (College of Engineering and Computer Science), and Professor Peter Weishar presented the Themed Experience initiative to the assembled Board of Trustees in a public meeting. Each dean spoke to the collaborative opportunities between their colleges and emphasized the need for skilled workers to meet local workforce demand.

January 2020
Proposal, appendices, library assessment and diversity approval documents submitted to the college's Graduate Studies & Research (GS&R) committee for review and approval at its 1/17/20 meeting. On 1/17/20, the M.S. proposal was approved unanimously by the college

committee. Following college curriculum approval, the proposal documents were submitted on 1/22/20 to the Graduate Council Curriculum Committee for review at its 2/5/20 meeting.

February 2020
The Graduate Council reviewed and approved the degree proposal at its 2/5/20 meeting.

Planning Process

Date	Participants	Planning Activity
April 2018	Dean Jeffery Moore, Associate Dean Lynn Hepner, Professor Peter Weishar, Director Michael Wainstein	Preliminary plans and timetable set for the development of both the Themed Experience Track within the Theatre M.F.A. and M.S. in Themed Experience, including developing the CAVP pre-proposal
October 2, 2018	Peter Weishar, Rich Gause, Subject Librarian for Theatre, Athena Hoeppner, Associate Librarian, University Libraries	Discussion of Library resources and proposed list of volumes for the Themed Experience Graduate program
November 16, 2018	Meeting of the Themed Experience Working Group Peter Weishar, Paul Lartonoix, Lynn Hepner, Heather Gibson, Kara Robertson, Michael Wainstein, Lauren Becker, Steven Risko	
November 29, 2018		The College of Arts & Humanities receives notification of the official approval of the M.S. pre-proposal by the CAVP group with no concerns identified
December 12, 2018	John Weishampel, Associate Dean, College of Graduate Studies Lynn Hepner, Associate Dean of College of Arts and Humanities, Peter Weishar, Paige Borden Assc VP & Chief Analytics, Office of Institutional Management	Meeting to discuss the process for moving forward after the approval of the M.S. in Themed Experience pre-proposal approval. Discussion of timeline, milestones and internal feedback, support and resources.
January 25, 2019	Industry representatives: • Patrick Brennan- Senior Vice President, Show Quality Services, Walt Disney Imagineering retired • Mike West- Senior Vice President, Universal Creative	Inaugural meeting of the Industry Advisory Council, Fairwinds Conference Center, UCF Campus **Dean Jeffery Moore** - College of Arts and Humanities and School of Performing Arts overview with focus on Themed Experience **Weishar/Hepner** - Overview of the Themed Experience project, program

	• Bob Ward– President of Universal Creative, retired • Merrill Puckett Miller – Creative Director of Herschend Entertainment • Pat Gallagher– Orlando Magic Director of Sports and Entertainment District, Former Chief Legal Counsel, Orlando Magic • Denise Hatcher– Vice President, AOA Design/build • Cecil Magpuri – Founder and President of Falcon Creative Group UCF/CAH representatives: Dean, Jeff Moore; Professor Peter Weishar; Assistant to the Dean, Paul Lartonoix; Associate Dean, Lynn Hepner; Director of Communications for the College of Arts and Humanities, Heather Gibson; Director of Development College of Arts and Humanities, Kara Robertson; Director of the School of Performing Arts, Michael Wainstein; Communications Director, School of Performing Arts, Steven Risko	and plan. Layout of the curriculum sequence, course objectives, recruitment, class size, facilities, internship, placement of students after graduation, and community involvement. **Robertson -** Overview of UCF Foundation, scholarships, partnership opportunities. Advice on identifying and facilitating giving and sponsorship opportunities.
January 30, 2019	Themed Experience Working Group	Updates on rollout and admissions response to the M.F.A., Themed Experience track. Announced CAVP approval of the M.S. in Themed Experience. Preliminary discussion regarding timing and implementation of the formal proposal approval process.
April 29, 2019	Themed Experience Working Group	**Lartonoix -** Themed Experience Working Group Report Architecture presentation to advisory Council update, Center for Innovation in Arts and Entertainment building **Lartonoix/Weishar/Robertson -** Advisory Council Tours and meetings, Update of Joe Fox (EXP)

		and Dean Wang (Rosen) meeting on March 27 (Weishar), Update on Jeff Parker and Justin East of Merlin Entertainment **Gibson/Risko -** Communication update, discussion of TEA Summit **Robertson -** Status of UCF Advancement and large request prospects **Hepner/Weishar –** Continued discussion of process and progress for M.S. proposal, update on enrollment for the M.F.A. track.
Monday, May 3, 2019	Industry Advisory Council Meeting	Industry Advisory Council Meeting: UCF Celebrates the Arts update and presentation (Gibson) **Lutter/Wolf** – Students of the inaugural cohort provided feedback on the application process and additional strategies to recruit and motivate talented applicants. **Lartonoix** - Center for Innovation in the Arts and Entertainment discussion **Bondec** - Center for Innovation in the Arts and Entertainment – Building Presentation (Edward Bondoc from Baker Barrios Architects) **Weishar/Hepner** - Review and progress of UCF Themed Experience programs (the M.F.A. track and the proposed M.S.); discussion of academic development process; goals and outcomes for the new track and the proposed degree program; and establishing and integrating an internship program.
Wednesday, September 18, 2019	College of Graduate Studies Associate Dean Winston Schoenfeld, Weishar, Hepner, Lartonoix	Themed Experience Proposal Review discussion and review of MS proposal appendices. Refinement of verbiage and estimations.

Tuesday, November 12, 2019	Hepner, Lartonoix, Radzai, and Weishar	Themed Experience Proposal Review discussion and review of MS proposal appendices. Continued refinement of language and estimations.
Wednesday, December 11, 2019	Hepner, Lartonoix, Radzai, Weishar	Continued review of appendices and proposal.
Monday, February 3, 2020	Schoenfeld, Weishar, Hepner, Lartonoix, Radzai	MS Themed Experience discussion and review.
Tuesday, February 4, 2020	Weishar, Hepner, Lartonoix	Graduate Council Curriculum Meeting Preparation and Proposal review.
Wednesday, February 5, 2020	Rosen College of Hospitality Management, Dr. Alan Fyall; College of Engineering & Computer Science, Dr. Ali Gordon; Hepner, Lartonoix, Weishar	Collaboration discussion with CAH, CECS and RCH on Themed Experience proposal.
Tuesday, February 11, 2020	Fyall, Gordon, Hepner, Lartonoix, Weishar	Collaborative Meeting regarding Themed Experience MS Proposal electives and cross-disciplinary offerings.
Wednesday, March 4, 2020	Schoenfeld, Weishar, Hepner, Lartonoix, Radzai	Proposal Review and Refinement Meeting.

Events Leading to Implementation

Date	Implementation Activity
Events completed:	
11/29/2018	M.S. in Themed Experience Pre-Proposal Approved by SUS CAVP
11/14/2019	Presentation on the Themed Experience initiative to the UCF Board of Trustees
01/03/2020	Proposal, appendices, library assessment, and diversity approval (appendix B) submitted to CAH's GS&R committee for review at its 1/17/20 meeting.
01/17/2020	Proposal reviewed by CAH GS&R committee
01/22/2020	Proposal submitted to the Graduate Council curriculum committee for review at its 2/5/20 meeting
02/05/2020	Graduate Council Curriculum Committee reviewed and approved graduate degree proposal.
Events in process:	
03/20/2020	Graduate Council Program Review and Awards Committee to review proposal
April 2020	Proposal to be submitted to the EPC for review at its 06/3/2020 meeting
May/June 2020	Presuming EPC approval, the program will be approved at the 06/18/2020 BOT meeting as a consent agenda item.

June 2020	UCF sends program to the BOG staff to authorize, a 2 to 4-month process.
Mid-September-November 2020	If vetted by BOG staff, UCF receives authorization to offer the degree. Presuming BOG authorization, the college can begin to lay the foundations and recruit beginning spring 2021 for an inaugural class starting fall 2021.

VII.   **Program Quality Indicators – Reviews and Accreditation**

> **Identify program reviews, accreditation visits, or internal reviews for any university degree programs related to the proposed program, especially any within the same academic unit. List all recommendations and summarize the institution's progress in implementing the recommendations.**

The M.S. in Themed Experience will be located within the College of Arts and Humanities (CAH). In addition to the regional accreditation under the Southern Association of College and Schools Commission on Colleges (SACSCOC), several programs within the College of Arts and Humanities are also accredited by national specialty organizations. The most relevant accrediting agencies are The National Association of Schools of Theatre Commission on Accreditation (NAST) and the National Association of Schools of Art and Design (NASAD). Theatre received NAST accreditation in spring 2016 with its next review scheduled for 2020-2021. The School of Visual Arts and Design (SVAD), a collaborator in the proposed M.S. degree, is seeking NASAD accreditation with plans for a consultant on-site visit for fall 2021. While the themed experience track of the Theatre M.F.A. falls under NAST guidelines, the M.S. in Themed Experience would not fall under the purview of either NAST or NASAD although the program would benefit from accrediting agency recommendations.

All UCF departments and programs participate in the university's seven-year program review process. The Academic Program Review (APR) process is overseen by the Academic Program Quality (APQ) office and includes an internal review (department/school self-studies) and external review (consultant on-site visits). Another university-mandated process, Institutional Effectiveness (IE), is undertaken annually to assess program quality, learning objectives and learning outcomes

VIII.   **Curriculum**

> **A. Describe the specific expected student learning outcomes associated with the proposed program. If a bachelor's degree program, include a web link to the Academic Learning Compact or include the document itself as an appendix.**

The following are the primary student learning outcomes for the M.S. in Themed Experience:

- Integrate and demonstrate the utilization of the core components of successful themed experiences

- Analyze and critique virtual, mixed, augmented, and physical narrative environments

- Experience each phase of the production process of creating designed spaces

- Design narrative-driven, thematic spaces to provoke emotions and communicate ideas for

both entertainment and education

- Develop viable and original concepts for a themed experience utilizing professionally recognized practices

- Understand historical contributions and trends in themed experiences and apply that knowledge to the creation of innovative and compelling experiences

B. Describe the admission standards and graduation requirements for the program.

Beyond UCF's stated admission standards, the proposed program would require students to meet the following additional requirements:

To be considered for admission, the following documentation must be on file with UCF/CAH by the appropriate application deadline date:
- Undergraduate transcripts
- Graduate transcripts if applicable
- Supporting documents
    - Resume
    - Statement of interest
    - Three letters of recommendation from professors and/or professional individuals
    - Portfolio comprised of visual art and design or creative written work

In order to successfully meet requirements for graduation, themed experience candidates must demonstrate:
- Successful completion of 33 credits of coursework with a minimum overall GPA of 3.0.
- Successful completion of annual portfolio reviews, specifically:
    - Students will undergo a portfolio review during the spring semester each year of their studies.
    - The review committee will consist of at least three faculty whose expertise matches the student's research focus.
    - For the first-year review, students should have completed, or be enrolled in, approximately 15 credits.
    - The second-year review occurs while the student is enrolled in TPA 6487, Careers in Themed Experience.
    - Students will have six (6) weeks from the time of receiving feedback to resubmit work that has not passed review.
    - The portfolio review schedule can be adjusted on a case-by-case basis pending review committee approval.

C. Describe the curricular framework for the proposed program, including number of credit hours and composition of required core courses, restricted electives, unrestricted electives, thesis requirements, and dissertation requirements. Identify the total numbers of semester credit hours for the degree.

The Master of Science in Themed Experience is designed to teach the unique creative skills, processes and concepts utilized to design and produce themed environments such as theme parks, zoos, aquariums, themed retail, dining, museums, virtual worlds and exhibitions.

33 Total Credit Hours

Required Themed Experience Core Courses: **21 Credit Hours**

- THE 5910 - Research Methods in Theatre   **3 Credit Hours**
- TPA 6437 - Careers in Themed Experience   **3 Credit Hours**

- TPA 6158 - Small Project Studio   **3 Credit Hours**
- TPA 6186 - Immersive Experience Studio   **3 Credit Hours**
- TPA 6187 - Themed Experience Seminar   **3 Credit Hours**
- TPA 6188 - Visualizing Themed Environments   **3 Credit Hours**
- TPA 6921 - Collaborative Project Studio   **3 Credit Hours**

Restricted Electives/Internship: 12 Credit Hours

Students may choose from a course list of restricted electives and/or enroll in internships for a total of twelve (12) hours of elective credit. Students must select one course each from the College of Engineering and Computer Science (CECS) and the Rosen College of Hospitality Management. Additional courses that qualify are pulled from a variety of disciplines across several UCF colleges (refer to partial course listing below and Appendix G, "Elective Course Listing and Descriptions" for a complete list).

- AMH 5077   Colloquium in Twentieth-Century Tourism   **3 Credit Hours**
- ARH 5897   Advanced Seminar in Art History   **3 Credit Hours**
- ART 5284   Design Theory and Methods   **3 Credit Hours**
- DIG 5487   Media Aesthetics   **3 Credit Hours**
- DIG 6136   Design for Interactive Media   **3 Credit Hours**
- DIG 6432   Transmedia Story Creation   **3 Credit Hours**
- DIG 6551   Theory & Practice of Interactive Storytelling **3 Credit Hours**
- EIN 5251   Usability Engineering   **3 Credit Hours**
- EIN 6258   Human Computer Interaction   **3 Credit Hours**
- ENG 6808   Narrative Information Visualization   **3 Credit Hours**
- ENT 5619   Creativity and Entrepreneurship   **3 Credit Hours**
- FIL 5422C   Experimental Cinema   **3 Credit Hours**
- HIS 5088   Readings in Curation and Public History   **3 Credit Hours**
- HIS 6094   Seminar in Curation and New Media   **3 Credit Hours**
- HIS 6096   Seminar in Historic Preservation   **3 Credit Hours**
- HMG 6291   Hospitality Entrepreneurship:
              Concept Creation to Capitalization   **3 Credit Hours**
- HMG 6449   Smart Travels and Tourism   **3 Credit Hours**
- HMG 6476   Feasibility Studies for the
              Hospitality/Tourism Enterprises   **3 Credit Hours**
- HMG 6533   Hospitality/Tourism Industry Brand Mgmt.   **3 Credit Hours**
- HMG 6566   Principles of Destination Marketing & Mgmt. **3 Credit Hours**
- HMG 6757   Advanced Theme Park & Attraction Mgmt.   **3 Credit Hours**
- IDC 6700   Interdisciplinary Approach to Data Visualization **3 Credit Hours**
- IDS 6267   Understanding Humans for Modeling
              and Simulation   **3 Credit Hours**

- THE 5288   Period Costumes, Architecture and Decor I   **3 Credit Hours**
- THE 5289   Period Costumes, Architecture and Decor II   **3 Credit Hours**
- TPA 5346C   3D Modeling for Theatre   **2 Credit Hours**
- TPA 5885C   Puppetry   **2 Credit Hours**
- TPP 5248C   Storytelling as a Theatrical Art Form   **2 Credit Hours**

Note: Acceptable Rosen electives begin with an HMG prefix and CECS courses are identified by an EIN prefix.

Critique and Evaluation

A final critique and evaluation of student work is administered to all M.S. graduate students at the end of their course work. Students are permitted two attempts to successfully complete the final critique and evaluation.

    D. **Provide a sequenced course of study for all majors, concentrations, or areas of emphasis within the proposed program.**

First Year – Fall (9 hrs.)		First Year – Spring (9 hrs.)	
THE 5910	Research Methods in Theatre (3 hrs.)	TPA 6186	Immersive Experience Studio (3 hrs.)
TPA 6158	Small Project Studio (3 hrs.)	TPA 6188	Visualizing Themed Environments (3hrs.)
TPA 6187	Themed Experience Seminar (3 hrs.)	Internship or Restricted Elective	Refer to course listing (3 hrs.)
Second Year – Fall (9hrs.)		**Second Year – Spring (6 hrs.)**	
TPA 6921	Collaborative Project Studio (3 hrs.)	TPA 6437	Careers in Themed Experience (3 hrs.)
Restricted Elective/Internship	Internship and/or Restricted Elective, refer to course listing (6 hrs.)	Internship or Restricted Elective	Internship and/or Restricted Elective, refer to course listing (3hrs.)

    E. **Provide a one- or two-sentence description of each required or elective course.**

Required Courses*

THE 5910 (3 credits) - Research Methods – A graduate seminar that encourages students to explore various types and modes of theatre research, to develop a plan of research toward their final project for the course, to generate a production vision that comes out of such research, and to examine their writing closely for the clarity and efficiency of style, structure, and argument.

TPA 6187 (3 credits) - Themed Experience Seminar – Course provides an in-depth study of the creation, concepts, and practices that drive the themed experience, including historic development of public themed spaces from 16th-century pleasure gardens through

contemporary theme parks, art installations and virtual worlds. Students create proposals with appropriate research, visuals and creative concepts that illustrate storytelling through designed placemaking.

TPA 6158 (3 credits) - Small Project Studio –Students work with concept, design of small capacity themed projects such as kiosks, food carts, counter sales, queue engagement, themed digital interactive projects, and are responsible for designing a relatively short duration guest experience that effectively conveys theme and story while also providing goods or services as part of the experience.

TPA 6186 (3 credits) - Immersive Experience Studio – Students create themed experiences designed to engage a guest for one to four hours and explore storytelling methodology applied to all aspects of the guest experience from initial contact (website, app, waiting room, vestibule or queue line) to the primary experience (dining, ride, show, exhibition, drama, or historical recreation or re-enactment) to guest exiting and follow up.

TPA 6188 (3 credits) - Visualizing Themed Environments –Students engage in the process of creating two-dimensional digital textures and images to the creation of simple computer models following the building of three-dimensional interactive environments that can be experienced with virtual reality tools.

TPA 6437 (3 credits) – Careers in Themed Experience - Development of professional goals, knowledge, marketing materials, and skills for the active themed experience industry professional.

TPA 6921 (3 credits) - Collaborative Project Studio – Students will work collaboratively on a large-scale themed experience project concept and design. Coursework emulates a professional production environment where feasibility, market, budget, and practicality are considered along with creative concept, aesthetics, storytelling and entertainment or educational value.

* All of the above are existing courses.

Additionally, the program has compiled a broad range of electives that include graduate courses offered within the College of Arts and Humanities, the Rosen College of Hospitality, the College of Engineering and Computer Science and the Institute for Simulation and Training (see Appendix G, "Elective Course Listing and Descriptions" for a complete list).

F. **For degree programs in the science and technology disciplines, discuss how industry-driven competencies were identified and incorporated into the <u>curriculum and indicate whether any industry advisory council exists to provide input for curriculum development and student assessment.</u>**

While the proposed degree in not formally considered in a science or technology discipline, themed experience design involves collaboration with engineering in order to effectively integrate the creative experience with the technology in a physical space. Technical and logistical considerations such as guest throughput, space and pace optimization, visual acuity, materials, integration and synchronization of digital and practical media and safety are all possible factors considered for a successful themed experience. While much of the program deals with aesthetics, story and design, the aforementioned factors are integral to the study of themed experience. The

M.S. in Themed Experience will incorporate methodology and production techniques from industry and rely upon practitioners to inform the academic focus during study. An industry advisory council has already been established and meets quarterly with UCF faculty, students, and staff (see Appendix K, "Themed Experience Advisory Council").

      G. For all programs, list the specialized accreditation agencies and learned societies that would be concerned with the proposed program.   Will the university seek accreditation for the program if it is available? If not, why? Provide a brief timeline for seeking accreditation, if appropriate.

Beyond SACSCOC accreditation, there are no formal agencies that specifically focus on accreditation for themed experience degree programs. While academic institutions are rapidly developing and introducing themed entertainment and themed experience programs, there is no specific national or regional accreditation entity due to the relative newness of the academic discipline.

      H. For doctoral programs, list the accreditation agencies and learned societies that would be concerned with corresponding bachelor's or master's programs associated with the proposed program.   Are the programs accredited? If not, why?

N/A

      I. Briefly describe the anticipated delivery system for the proposed program (e.g., traditional delivery on main campus; traditional delivery at branch campuses or centers; or nontraditional delivery such as distance or distributed learning, self-paced instruction, or external degree programs).   If the proposed delivery system will require specialized services or greater than normal financial support, include projected costs in Table 2 in Appendix A. Provide a narrative describing the feasibility of delivering the proposed program through collaboration with other universities, both public and private. Cite specific queries made of other institutions with respect to shared courses, distance/distributed learning technologies, and joint-use facilities for research or internships.

The core coursework will be provided through traditional delivery on UCF's main campus. Courses within the elective listing will allow students the opportunity to take courses at Rosen College or UCF Downtown, and in a variety of delivery modalities. There are no plans to deliver the M.S. in Themed Experience in collaboration with another state university. As noted previously, the M.S. would be the first of its kind offered in the SUS and UCF's unique proximity to the tourism and themed experience hub makes it the ideal location for this program.

The Ringling College of Art and Design implemented a B.F.A. in Entertainment Design fall 2019 but it is an undergraduate program focusing on digital skill sets. We predict Ringling students will constitute a strong group from which to recruit. The University of Florida is offering a Themed Environment Integration concentration (a 4-course sequence) through its M.A. in Architecture; however, the UF concentration focuses only on project management and does not include design coursework.

  IX. Faculty Participation

      A. Use Table 4 in Appendix A to identify existing and anticipated full-time (not visiting or adjunct) faculty who will participate in the proposed program through Year 5. Include (a) faculty code associated with the source of funding for the position; (b) name; (c) highest degree held; (d) academic discipline or specialization; € contract status (tenure, tenure-

earning, or multi-year annual [MYA]); (f) contract length in months; and (g) percent of annual effort that will be directed toward the proposed program (instruction, advising, supervising internships and practice, and supervising thesis or dissertation hours).

Peter Weishar Director, Themed Experience and Coordinator, MFA Theatre, Themed Experience track.	Professor	Tenured
New Hire (year 2)	Instructor/Lecturer	NTE
Anastasia Salter Director of CAH Graduate Programs and Director of Texts and Technology PhD	Associate Professor	Tenured

    B. **Use Table 2 in Appendix A to display the costs and associated funding resources for existing and anticipated full-time faculty (as identified in Table 4 in Appendix A). Costs for visiting and adjunct faculty should be included in the category of Other Personnel Services (OPS). Provide a narrative summarizing projected costs and funding sources.**

Faculty listed above hold existing tenured lines in the College of Arts and Humanities. Funding for these faculty members comes from existing funds in the college's budget. A total of $217,000 is budgeted in Year 1, increasing to $265,409 in Year 5. A full-time (Fall and Spring) instructor position will be needed in the second year of the program to meet the instructional needs of students as the cohorts grow in years one through five. The instructor position is budgeted at $92,829 in Year 5, funded through new enrollment growth.

We are projecting that three courses will be taught by adjunct faculty in the first year of the program. With the hire of an instructor/lecturer in the second year, the program will have a reduced need for adjunct faculty, dropping to a single course in Year 5. Adjunct faculty in this area earn between $2,100 and $3,500/course depending upon experience and highest degree achieved. We expect adjunct expenditures for the first year of the M.S. degree program to be $9,000, dropping to $3,000 in Year 5, funded new recurring and enrollment growth E&G.

    C. **Provide in the appendices the abbreviated curriculum vitae (CV) for each existing faculty member (do not include information for visiting or adjunct faculty).**

See Appendix H, "Faculty Members' CVs" which includes CVs for affiliated faculty teaching courses within the restricted electives.

    D. **Provide evidence that the academic unit(s) associated with this new degree have been productive in teaching, research, and service. Such evidence may include trends over time for average course load, FTE productivity, student HC in major or service courses, degrees granted, external funding attracted, as well as qualitative indicators of excellence.**

While the proposed graduate program in Themed Experience will be located within the College of Arts and Humanities, key affiliated faculty contributing to the program from other units within and outside the college have demonstrated significant productivity in the areas of research and service specifically within the area of themed experience. For example, during the 2019 Themed Experience and Attractions Academic Symposium, Dr. Ady Milman (Rosen) presented "The Application of Service Robotics in the Theme Park and Attraction Industry," Prof. Peter Weishar (CAH) presented "Non-linear Storytelling as a Medium for Expression of Diminished Cognition

and Memory: a case study of the "ZED" virtual reality experience," and Dr. Carissa Baker (Rosen) presented "A Chinese "High-Tech Theme Park Full of Stories: Exploring Fantawild Oriental Heritage."

- **Peter Weishar** is the Director of the Themed Experience Program. He is on the Eastern Division Board of the Themed Entertainment Association. The TEA is the premier industry organization for design and production in theme entertainment. Weishar holds the only board position for an academic. Professor Weishar is the Chair of the Themed Entertainment Association Academic Network (TEAAN), a body charged with facilitating collaboration and communication between academic programs and their industry partners. The TEAAN is a committee within the TEA. He is President of the Themed Experience and Attractions Academic Society (TEAAS). The TEAAS is a collaborative effort involving multiple higher education institutions including CMU, Ryerson and USC. It is led by UCF faculty Peter Weishar with Rosen College professor Ady Milman. The TEAAS exists to enhance communication between themed experience and attractions researchers and educators in order to create new knowledge, add to the body of work in the field and facilitate teaching and learning. Peter Weishar is also co-editor-in-chief of the *Journal of Themed Experience and Attractions Studies* (JTEAS). JTEAS is published by UCF in collaboration with Ryerson University. JTEAS is the first scholarly journal dedicated to research, scholarship and pedagogy in the academic disciplines relevant to the planning, design, operation, and analysis of themed experience and attractions. The Journal is supported by an international editorial board composed of leading themed experience and attractions scholars. JTEAS is a peer-reviewed, open-access publication.

- **Dr. Anastasia Salter** is an Associate Professor of Games and Interactive Media. Her books include *Toxic Geek Masculinity in Media* (Macmillan 2017); *Adventure Games, Hidden Objects* (Bloomsbury, 2017); *What is Your Quest? From Adventure Games to Interactive Books* (University of Iowa Press, 2014); and *Flash: Building the Interactive Web* (with John Murray, MIT Press, 2014). She was part of the editorial team for the Electronic Literature Collection Volume 3. She is on the Board of Directors of the Electronic Literature Organization and former co-chair of the Modern Language Association Committee on the Status of Women in the Profession.

Selected Affiliated Faculty:

- **Vandy Wood** is a visual artist and theatrical designer from Central New York. She is currently an associate professor of design and the coordinator of the M.F.A. design and TYA programs for the theatre department at the University of Central Florida. Vandy has been designing professionally for theatre and video since 1986. Recent creative activities include scenic and lighting designs for Theatre UCF, The Orlando REP, and Orlando Shakespeare Theatre, and directing and designing touring productions for IBEX Puppetry.

- **Bert Scott** is a professor of theatre and the coordinator of the Theatre Design & Technology B.F.A. program. His professional design credits include Stages St. Louis,

Theatre West Virginia (where he served for seven seasons as Resident Designer), The Opera Company of Philadelphia, The Mark Twain Playhouse (Branson, MO), Theatre by the Sea (Rhode Island), North Shore Music Theatre (Boston) and Nickelodeon (*Slime Time Live!* on Norwegian Cruise Lines and several productions of *Dora the Explorer Live!* in the US and Canada). Bert frequently designs for both the Orlando Rep and the Orlando Shakespeare Theatre. Since 2001, Bert has been the resident designer for the off-Broadway company Theatre Breaking Though Barriers. He has designed over 200 productions and has been recognized numerous times by the American College Theatre Festival for excellence in scenic and lighting design.

- **Dr. Carissa Baker** holds a Ph.D. in Texts and Technology from the University of Central Florida; her dissertation research was on the theme park as a narrative medium. This project earned recognition including a College Outstanding Dissertation Award and the Texts and Technology Dissertation Research Award; it also contributed to her winning the Order of Pegasus, UCF's highest student award. Dr. Baker has presented on aspects of themed entertainment at academic conferences, industry gatherings such as the IAAPA Expo and TEA, and several universities. She was selected as a Visiting Scholar at Breda University of Applied Sciences twice. Dr. Baker publishes interdisciplinary work focused on themed entertainment. She is a member of IAAPA, TEA, TEA NextGen, the TEA NextGen Committee, the TEA Academic Network, and the Themed Experience and Attractions Academic Society.

- **Dr. Ady Milman** is a Professor at Rosen College of Hospitality Management. His background includes extensive research, consulting, publications, public speaking, and presentations in the fields of marketing, strategic management, hospitality and tourism. During his tenure at UCF, he has also served as the Director of the Dick Pope Sr. Institute for Tourism Studies, a research arm of the College. Dr. Milman has offered undergraduate and graduate classes in strategic management, international marketing, theme park and attraction management, aviation management, event management, tourism and travel administration, tourism planning and development, and international tourism. Dr. Milman developed a curriculum in Theme Park and Attraction Management at the Rosen College of Hospitality Management and is supported by an active industry advisory board. Dr. Milman is a board member of the International Society of Travel and Tourism Educators and a member of the Tourism and Travel Research Association, the Council on Hotel, Restaurant, and Institutional Education, Themed Entertainment Association, and the International Association of Amusement Parks and Attractions. He has also served on the Educational Board of the National Tourism Association and the Orlando/Orange County Convention and Visitors Bureau's Research Committee. Dr. Milman has served on the editorial boards of the *Journal of Hospitality and Tourism Research, Journal of Travel Research, Journal of Teaching and Travel and Tourism* and other key publications in hospitality and tourism. Dr. Milman was the recipient of the Martin Oppermann Memorial Award for Lifetime Contribution in Tourism Education, International Society of Tourism and Travel Educators (ISTTE), the Canadian Pacific Visiting Scholar grant at the University of Calgary, and the Rosen College of Hospitality Management Faculty Award for Outstanding Service.

- **Dr. Rudy McDaniel** is Professor of Digital Media and Director of the School of Visual Arts and Design (SVAD). He was Co-PI and technical editor on the National Endowment for the Humanities grant that built the Charles Brockden Brown Electronic Archive. Regionally, he is a K-12 volunteer and participates in Teach-In and other special events. Dr. McDaniel served as digital media discipline coordinator for the Florida Department of Education from 2009-2017. He judged the I/ITSEC Serious Games challenge and has delivered papers and led workshops in China, Costa Rica, Ireland, and Russia. Dr. McDaniel co-directed the China-US Ethnic Cultural Exchange and Joint Research Initiative and co-organized a film festival with Shanghai University. He was appointed distinguished researcher and senior fellow by the Chinese Ministry of Culture for this work. He served on program committees for the International Workshops on Open Badges in Education and collaborated on a project with Digital Media and Modern Languages faculty and the Grot School for the Blind and Visually Impaired in Russia. In 2016, he co-chaired the 4th IEEE International Conference on Serious Games and Applications for Health (SeGAH '16) and was a keynote speaker for IEEE SeGAH 2017 in Perth, Western Australia.

X.   **Non-Faculty Resources**

    A. **Describe library resources currently available to implement and/or sustain the proposed program through Year 5. Provide the total number of volumes and serials available in this discipline and related fields. List major journals that are available to the university's students. Include a signed statement from the Library Director that this subsection and subsection B have been reviewed and approved.**

Library resources necessary to sustain the program were evaluated and addressed during the time the Theatre MFA track in Themed Experience was being developed.

The link to current library resources is here: https://guides.ucf.edu/themedexperience

The pertinent journals, databases and periodicals available to University students are:

- The Journal of Themed Experience and Attractions Studies

- Funworld (International Association of Amusement Parks & Attractions) (2001+)
  Call Number: UCF Rosen Periodicals -- GV1851.A3F85

- InPark Magazine (2004+)
  Call Number: UCF Rosen Periodicals -- GV1851.A3I59

- International Bibliography of Theatre & Dance (1984+)

- International Bibliography of Theatre (1982-1998)
  Call Number: Reference PN 1561 .I53

- Art & Architecture Source (EBSCOhost)

- Art Index Retrospective (H.W. Wilson) (1929-1984)

- Cumulated Dramatic Index, 1909-1949

- [Humanities & Social Sciences Retrospective (H.W. Wilson) (1907-1984)](#)

- [Humanities Source (EBSCOhost)](#)

- Body, Movement & Dance in Psychotherapy: An International Journal for Theory, Research & Practice (2006+)

- CHINOPERL: Journal of Chinese Oral & Performing Literature (1997+)

- Comedy Studies (2010+)

- Contemporary Theatre Review (1992+)

- Dramatherapy (1977+)

- Dress: The Journal of the Costume Society of America (1997+)

- Ibsen Studies (2000+)

- International Journal of Performance Arts & Digital Media (2005+)

- Performance Research: A Journal of the Performing Arts (1997+)

- South African Theatre Journal (SATJ) (1997+)

- Stanislavski Studies: Practice, Legacy & Contemporary Theatre (2012+)

- Studies in Theatre & Performance (1997+)

- Text & Performance Quarterly (TPQ) (1980+)

- Theatre & Performance Design

- [Academic Search Premier (EBSCOhost)](#)

- [Arts & Humanities Citation Index (Web of Science) (1975+)](#)

- [Arts & Humanities Commons (Digital Commons)](#) [Theatre & Performance Studies Commons](#) includes Acting, Dance, Dramatic Literature/Criticism/Theory, Performance Studies, Playwriting, and Theatre History.

- [Essay & General Literature Index (H.W. Wilson) (1984+)](#)

- [JSTOR](#)

- [Project MUSE (Johns Hopkins University)](#)

   B. Describe additional library resources that are needed to implement and/or sustain the program through Year 5. Include projected costs of additional library resources in Table 2 in Appendix A. Please include the signature of the Library Director in Appendix B.

Since a solid number of library resources were acquired to support the new M.F.A. track in themed experience, we anticipate only modest additions of resources for the M.S. program. However, there are a number of volumes that are currently located at the Rosen College of Hospitality Management campus library that will most probably need to be duplicated on the main campus as the number of graduate students studying on the main campus increases. We also anticipate the need for updating volumes with new editions. Themed Experience is a fast-paced industry and each year there are a number of new books on the subject. We feel the

additional $500 per year estimated in the library assessment should cover our costs in this area over the next five years.

> **C. Describe classroom, teaching laboratory, research laboratory, office, and other types of space that are necessary and currently available to implement the proposed program through Year 5.**

The M.S. in Themed Experience will use existing space currently available to deliver the degree program which is as follows:

- Two faculty offices and one staff office: Performing Arts Center (PAC), Theatre 216 and CAH 190M
- One seminar teaching space to accommodate 15-20 students: PAC-Music 143
- The Computer Lab in the School of Performing Arts (for one class only): PAC-Theatre 204
- Design studio lab space with standing desks: PAC-Theatre 244A
- Open studio space (Dance Studio): PAC-Theatre 107
- Light Lab: PAC-Theatre 101
- Scenic Shop: Theatre Performance Building 6, room 111

All of the spaces above (excluding the staff and faculty offices) are shared with Theatre and Music. If we initially limit the program cohort each fall to 15 matriculating candidates, per cohort, for the first two years, the School of Performing Arts can accommodate with minimal impact on available classrooms. Once the program increases to a cohort of 30 in the third year, there will be a need for additional classroom utilization. However, most M.S. in Themed Experience courses are offered in the evening and Performing Arts classes are rarely offered in the evening due to potential conflicts with performances, so there will be sufficient space to grow the M.S. with existing facilities with proper scheduling.

> **D. Describe additional classroom, teaching laboratory, research laboratory, office, and other space needed to implement and/or maintain the proposed program through Year 5. Include any projected Instruction and Research (I&R) costs of additional space in Table 2 in Appendix A. Do not include costs for new construction because that information should be provided in response to X (E) below.**

Current facilities, resources and equipment are sufficient to support the program as proposed.

> **E. If a new capital expenditure for instructional or research space is required, indicate where this item appears on the university's fixed capital outlay priority list. Table 2 in Appendix A includes only Instruction and Research (I&R) costs. If non-I&R costs, such as indirect costs affecting libraries and student services, are expected to increase as a result of the program, describe and estimate those expenses in narrative form below. It is expected that high enrollment programs would necessitate increased costs in non-I&R activities.**

The College of Arts and Humanities has aspirational goals for developing a performing arts center on UCF's main campus; however, the proposed program is designed to be successful using facilities currently available. This innovative facility would be unique and would serve to position Orlando, and UCF, as a hub of innovation and opportunity for this industry. Currently, in the concept and development stage, the proposed center was recently awarded up to $2 million in Capital Improvement Trust Funds (CITF) to begin the design and schematic drawings processes.

F. **Describe specialized equipment that is currently available to implement the proposed program through Year 5. Focus primarily on instructional and research requirements.**

N/A—no specialized equipment is necessary.

G. **Describe additional specialized equipment that will be needed to implement and/or sustain the proposed program through Year 5. Include projected costs of additional equipment in Table 2 in Appendix A.**

No additional special equipment is required; however, there is some specialized equipment that would greatly enhance the learning experience and iterative design process. Many industry professionals use virtual reality to quickly visualize themed spaces. We feel a mixed reality system utilizing the equipment specified below would be beneficial for our students. We are open to working with our UCF colleagues outside of the CAH if such a facility were to be developed. Though not required to support the program as proposed, we are investigating philanthropic sources and technology fee proposals to fund our "wish list" of equipment listed below:

Christie WX10K-M WXGA DLP Projectors	6@$18,989ea	$113,934
Chief Heavy Duty Universal Projector Mount	6@$382ea	$2,292
Blackmagic Design DaVinci Resolve Micro Panel	$1,025	$1,025
HP Z8 G4 Series Tower Workstation	$5,699	$5,699
15'x15' 270-degree cyclorama walls	$4,625	$4,625
10'x10' mounted light grid with 2' sq. sections	$2,700	$2,700
5.1 pro audio10 speaker system with amplifier	$3,760	$3,750
Sound diffusing ceiling tiles	$706	$706
	Total	**$134,731**

H. **Describe any additional special categories of resources needed to implement the program through Year 5 (access to proprietary research facilities, specialized services, extended travel, etc.). Include projected costs of special resources in Table 2 in Appendix A.**

N/A

I. **Describe fellowships, scholarships, and graduate assistantships to be allocated to the proposed program through Year 5. Include the projected costs in Table 2 in Appendix A.**

There are no immediate plans for establishing fellowships or graduate assistantships for this program. There are several industry firms that have expressed interest in partnering and supporting the program and students through scholarships and paid internships, and it is probable that we will secure an endowment or direct annual funding from external sources in the next five years.

J. **Describe currently available sites for internship and practicum experiences, if appropriate to the program. Describe plans to seek additional sites in Years 1 through 5.**

Given Orlando's location as the industry hub for themed entertainment, there already exists a diverse and robust pool of internship opportunities for students in this program. We have established relationships with Walt Disney Imagineering, Universal Creative, Hershend, Falcons Creative, EXP, ETC, The Nassal Group, The Orlando Magic, AOA Design/Build, Merlin

Entertainment (Legoland), Birket Engineering, and Royal Caribbean Cruise Line. As we expand the program, we plan to reach out to SeaWorld, Margaritaville, IAAPA and other industry organizations. In the first two years of the program we anticipate more internship opportunities than eligible M.S. candidates, and we will strategically phase in opportunities to sustain positive relationships with our industry partners.

Walt Disney Imagineering
Disney Parks and Resorts
Universal Creative
SeaWorld Deep Blue Creative
Legoland
Merlin Entertainment
Hershend Family Entertainment
The Orlando Magic
Birket Engineering
Technifex
Falcons Creative
Oceaneering Entertainment Systems
Thinkwell Group
Nassal Company
20th Century Fox – Live & Location Based Entertainment
ITEC Entertainment
Acomb Ostendorf & Associates (AOA)
Alcorn McBride Inc.
Adirondack Studios
Animax Designs Inc.
JRA (Jack Rouse Associates)
Blue Telescope
The Hettema Group
FELD Entertainment
Technomedia Solutions
The Sally Corporation
Electrosonic, Inc.
ThemeWorks, Inc.
Aquatic Design & Engineering

APPENDICES

Appendix A: Tables 1 – 4 (see separate file)

Appendix B: EOO/Library Director Signatures

Appendix C: Letters of Support from Industry and Government
(NOTE: Original BOG proposal listed Appendix C as communication and impact of similar programs in the state. Since there are no similar programs, Appendix C has been renamed to "Letters of Support from Industry and Government")

Appendix D: Surveys
(NOTE: Original BOG proposal listed Appendix D as external consultant's report for PhD program. Since this isn't a PhD program, Appendix D has been renamed to "Surveys")

Appendix E: Letters of Support from CECS and Rosen Deans/SPA & SVAD Directors

Appendix F: Themed Experience M.S. Catalog Copy

Appendix G: Elective Course Listing and Descriptions

Appendix H: Faculty Member's CV's

Appendix I: Affiliated Faculty Listing

Appendix J: Details of Library Holdings and Funding Needs

Appendix K: Themed Experience Advising Council

APPENDIX A
TABLE 1-B
PROJECTED HEADCOUNT FROM POTENTIAL SOURCES
(Graduate Degree Program)

Source of Students (Non-duplicated headcount in any given year)*	Year 1		Year 2		Year 3		Year 4		Year 5	
	HC	FTE	HC	FTE	HC	FTE	HC	FTE	HC	FTE
Individuals drawn from agencies/industries in your service area (e.g., older returning students)	5	3.75	10	6.875	19	13.625	26	17.75	24	16.5
Students who transfer from other graduate programs within the university**	3	2.25	3	1.875	0	0	0	0	0	0
Individuals who have recently graduated from preceding degree programs at this university	2	1.5	4	2.75	5	3.5	6	4.125	6	4.125
Individuals who graduated from preceding degree programs at other Florida public universities	2	1.5	3	2	4	2.875	5	3.375	4	2.75
Individuals who graduated from preceding degree programs at non-public Florida institutions	0	0	1	0.75	2	1.375	4	2.875	6	4.125
Additional in-state residents***	1	0.75	4	2.875	8	5.625	9	6.125	8	5.5
Additional out-of-state residents***	2	1.5	5	3.5	7	4.875	10	7	12	8.25
Additional foreign residents***	0	0	0	0	0	0	0	0	0	0
Other (Explain)***	0	0	0	0	0	0	0	0	0	0
Totals	15	11.25	30	20.625	45	31.875	60	41.25	60	41.25

* List projected annual headcount of students enrolled in the degree program. List projected yearly cumulative ENROLLMENTS instead of admissions.

** If numbers appear in this category, they should go DOWN in later years.

*** Do not include individuals counted in any PRIOR category in a given COLUMN.

APPENDIX A

TABLE 2
PROJECTED COSTS AND FUNDING SOURCES

Instruction & Research Costs (non-cumulative)	Year 1								Year 5						
	Funding Source							Subtotal coulumns 1+...+7	Funding Source						Subtotal coulumns 9+...+ 14
	Reallocated Base* (E&G)	Enrollment Growth (E&G)	New Recurring (E&G)	New Non-Recurring (E&G)	Contracts & Grants (C&G)	Philanthropy Endowments	Enterprise Auxiliary Funds		Continuing Base** (E&G)	New Enrollment Growth (E&G)	Other*** (E&G)	Contracts & Grants (C&G)	Philanthropy Endowments	Enterprise Auxiliary Funds	
Columns	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Faculty Salaries and Benefits	217,600	0	0	0	0	0	0	$217,600	265,409	92,829	0	0	0	0	$358,238
A & P Salaries and Benefits	0	0	0	0	0	0	0	$0	0	0	0	0	0	0	$0
USPS Salaries and Benefits	0	0	45,000	0	0	0	0	$45,000	48,709	24,355	0	0	0	0	$73,064
Other Personal Services	0	0	9,000	0	0	0	0	$9,000	0	3,000	0	0	0	0	$3,000
Assistantships & Fellowships	0	0	0	0	0	0	0	$0	0	0	0	0	0	0	$0
Library	0	0	0	0	0	0	0	$0	500	0	0	0	0	0	$500
Expenses	0	0	0	0	0	0	0	$0	0	0	0	0	0	0	$0
Operating Capital Outlay	0	0	0	0	0	0	0	$0	0	0	0	0	0	0	$0
Special Categories	0	0	0	0	0	0	0	$0	0	0	0	0	0	0	$0
Total Costs	**$217,600**	**$0**	**$54,000**	**$0**	**$0**	**$0**	**$0**	**$271,600**	**$314,618**	**$120,184**	**$0**	**$0**	**$0**	**$0**	**$434,802**

*Identify reallocation sources in Table 3.

**Includes recurring E&G funded costs ("reallocated base," "enrollment growth," and "new recurring") from Years 1-4 that continue into Year 5.

***Identify if non-recurring.

Faculty and Staff Summary

Total Positions	Year 1	Year 5
Faculty (person-years)	0.75	1.67
A & P (FTE)	0	0
USPS (FTE)	1	1.5

Calculated Cost per Student FTE

	Year 1	Year 5
Total E&G Funding	$271,600	$434,802
Annual Student FTE	11.25	41.25
E&G Cost per FTE	$24,142	$10,541

Worksheet Table 2 Budget

Table 2 Column Explanations

Column Name	#	Explanation
Reallocated Base* (E&G)	1	E&G funds that are already available in the university's budget and will be reallocated to support the new program. Please include these funds in the Table 3 – Anticipated reallocation of E&G funds and indicate their source.
Enrollment Growth (E&G)	2	Additional E&G funds allocated from the tuition and fees trust fund contingent on enrollment increases.
New Recurring (E&G)	3	Recurring funds appropriated by the Legislature to support implementation of the program.
New Non-Recurring (E&G)	4	Non-recurring funds appropriated by the Legislature to support implementation of the program. Please provide an explanation of the source of these funds in the budget section (section III. A.) of the proposal. These funds can include initial investments, such as infrastructure.
Contracts & Grants (C&G)	5	Contracts and grants funding available for the program.
Philanthropy Endowments	6	Funds provided through the foundation or other Direct Support Organizations (DSO) to support of the program.
Enterprise Auxiliary Funds	7	Use this column for continuing education or market rate programs and provide a rationale in section III.B. in support of the selected tuition model.
Subtotal coulumns 1+…+7	8	Subtotal of values included in columns 1 through 7.
Continuing Base** (E&G)	9	Includes the sum of columns 1, 2, and 3 over time.
New Enrollment Growth (E&G)	10	See explanation provided for column 2.
Other*** (E&G)	11	These are specific funds provided by the Legislature to support implementation of the program.
Contracts & Grants (C&G)	12	See explanation provided for column 5.
Philanthropy Endowments	13	See explanation provided for column 6.
Enterprise Auxiliary Funds	14	Use this column for continuing education or market rate programs and provide a rationale in section III.B. in support of the selected tuition model.
Subtotal coulumns 9+…+ 14	15	Subtotal of values included in columns 9 through 14.

Worksheet Table 2 Budget

APPENDIX A

TABLE 3
ANTICIPATED REALLOCATION OF EDUCATION & GENERAL FUNDS*

Program and/or E&G account from which current funds will be reallocated during Year 1	Base before reallocation	Amount to be reallocated	Base after reallocation
School of Performing Arts (E&G Dept. 23102001)	$ 7,231,867	$ 217,600	$ 7,014,267
CAH Dean's Office (E&G Dept. 23012001)	$ 3,043,651	$ 54,000	$ 2,989,651
Totals	$10,275,518	$271,600	**$10,003,918**

* If not reallocating funds, please submit a zeroed Table 3

Worksheet Table 3 Reallocation

APPENDIX A
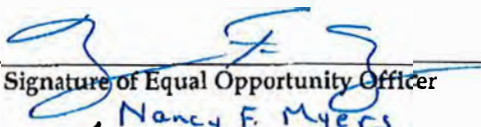
TABLE 4
ANTICIPATED FACULTY PARTICIPATION
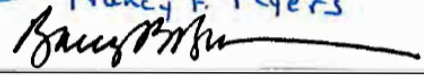
Faculty Code	Faculty Name or "New Hire" Highest Degree Held Academic Discipline or Speciality	Rank	Contract Status	Initial Date for Participation in Program	Mos. Contract Year 1	FTE Year 1	% Effort for Prg. Year 1	PY Year 1	Mos. Contract Year 5	FTE Year 5	% Effort for Prg. Year 5	PY Year 5
A	Peter Weishar, BA Themed Experience	Professor	Tenure	Fall 2021	9	0.75	100.00	0.75	9	0.75	100.00	0.75
A	Anastasia Salter, DDD Themed Experience	Assoc. Prof.	Tenure	Fall 2025	9	0.75	0.00	0.00	9	0.75	22.00	0.17
C	New Hire, Degree TBD	Instructor / Lecturer	Non-Tenure	Fall 2022	9	0.75	0.00	0.00	9	0.75	100.00	0.75
	Name, Degree Academic Discipline				0	0.00	0.00	0.00	0	0.00	0.00	0.00
	New Hire, Degree Academic Discipline				0	0.00	0.00	0.00	0	0.00	0.00	0.00
	New Hire, Degree Academic Discipline				0	0.00	0.00	0.00	0	0.00	0.00	0.00
	New Hire, Degree Academic Discipline				0	0.00	0.00	0.00	0	0.00	0.00	0.00
	New Hire, Degree Academic Discipline				0	0.00	0.00	0.00	0	0.00	0.00	0.00
	Total Person-Years (PY)							**0.75**				**1.67**

Faculty Code		Source of Funding	PY Workload by Budget Classsification		
			Year 1		Year 5
A	Existing faculty on a regular line	Current Education & General Revenue	0.75		0.92
B	New faculty to be hired on a vacant line	Current Education & General Revenue	0.00		0.00
C	New faculty to be hired on a new line	New Education & General Revenue	0.00		0.75
D	Existing faculty hired on contracts/grants	Contracts/Grants	0.00		0.00
E	New faculty to be hired on contracts/grants	Contracts/Grants	0.00		0.00
		Overall Totals for	Year 1	0.75	Year 5	1.67

Worksheet Table 4 Faculty

Appendix B: EOO/Library Director Signatures

Please include the signature of the Equal Opportunity Officer and the Library Director.

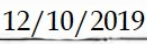Signature of Equal Opportunity Officer

Nancy F. Myers

Signature of Library Director

$\dfrac{12/11/2019}{\text{Date}}$

$\dfrac{12/10/2019}{\text{Date}}$

This appendix was created to facilitate the collection of signatures in support of the proposal. Signatures in this section illustrate that the Equal Opportunity Officer has reviewed section II.E of the proposal and the Library Director has reviewed sections X.A and X.B.

Appendix C: Letter of Support from Industry and Government

THE UCF THEMED EXPERIENCE PROGRAM
Why Not Us, Why Not Now?
by Mike West

For decades, Central Florida has been the mecca of the themed entertainment industry. Every year the world shows up at our doorstep for the IAAPA Expo. A thousand or more companies from around the globe show off their latest and greatest explorations of innovative guest experiences and products for clients ranging from small Family Entertainment Centers to Retail Establishments, Restaurants, Water Parks, Museums, Science Centers, Zoos, Aquariums and, of course, Theme Parks. Its a half a million square-foot panacea of all things deemed necessary to create world-class attractions and experiences of every imaginable size, shape and social media sensation…all based in the belief of technological wonderment and one-up-manship!

But where will the brilliant design minds come from to fulfill all of these future fantasies? That's what I've been asking for quite some time now. As generations of the original masters pass on and retire, who will take up the challenge to carry on the craft? Where will the ideas, designs and delivery systems come from to keep families and future generations coming back for more?

There are countless, young, creative minds out there dying to put pen to paper or stylus to tablet. However, just being creative is no longer enough. Those minds need to be informed and molded to understand the seemingly endless complexities and parameters that beset today's ever evolving, ever-more-expensive, global projects. It's one thing to have an over-the-top, evolutionary design; it's another to have a design that can actually be built within a budget and on schedule, which can then be maintained for years after it opens, and continue to satisfy the full compliment of safety, maintenance and operational requirements. Then, and only then, is a project truly successful. They need to understand that good design is good. Good *responsible* design is great!

Behold the UCF Themed Experience program! This is where we can make a difference; a difference not only in the lives and careers of the students themselves, but in the everlasting, positive contributions they can make to mold our industry moving forward.

A plethora of preeminent, premium experience surrounds the greater university community. Every imaginable discipline needed to bring "the next big thing" to fruition is right under our noses. Hundreds of years of collective experience waiting to share knowledge, nurture new talent and pay it forward. It is those multidisciplinary factions that can truly make the difference in this program. One of the most challenging, yet rewarding aspects of our industry is the fact that just about any field you can imagine is needed at some point on a project team; be it producing, writing, directing, engineering of just about any kind from IE to EE, finance, architecture, scheduling, legal, CGI, project management, production design, concept design, construction, special effects, audio, video, sculpting, physics, music, show set design, pubic relations, food, beverage, merchandise, security, system controls, interior design, landscaping, estimating, operations, maintenance, marketing, PR, special services, graphics, photography, ad infinitum!

In essence, the undergraduate programs already in existence at the university have unprecedented potential to provide the educational foundation for the new graduate program.

The Rosen College of Hospitality Management is teaching students how to *manage* the themed experiences of tomorrow. Shouldn't we be teaching them how to *CREATE* the future? What better time or place than *right now* in the University of Central Florida *Themed Experience Program*?

January 8, 2020

Peter Weishar
Program Director, Themed Experience
University of Central Florida
12488 Centaurus Blvd., Bldg. T-216
Orlando, FL 32816

Re: Master of Science in Themed Experience

Dear Professor Weishar,

The City of Orlando supports the addition of the Master of Science (MS) in Themed Experience that is being proposed through the College of Arts and Humanities. This program is a technology and creative bridge merging Digital Media, AR/VR and mixed reality programs, simulation and engineering, with the fine and performing arts.

Themed experience programs hosted in Orlando are a perfect fit for our community and local industry. Orlando is already known worldwide as the world's hub for modeling, simulation and training and is also home to five of the nation's ten largest theme parks. These industries bring more than 75 million visitors to our community each year making Orlando the nation's most visited travel destination.

This makes UCF poised to be the academic leader for the industry and will create a talent pipeline to continue growing our region's largest industry cluster. One out of every three open creative positions in the global themed experience market are here in Central Florida and students can expect a median salary range between $75,000 - $100,000 within five years of graduation.

In addition to an enormous impact on our local economy, globally the themed experience and entertainment industry represents $45 billion and is growing at a steady rate.

The City of Orlando and UCF have a long history of partnering on economic development, cultural and community-oriented projects. The newly opened downtown campus in the heart of our urban core at Creative Village is the most recent example of this successful partnership.

As a continued collaboration between academia, our world-famous entertainment cluster and our desire to fill the future workforce needs in this cutting-edge and growing sector, the City of Orlando is proud to support the MS in Themed Experience program and we applaud UCF's continued advancement in the hospitality and themed entertainment industry.

Sincerely,

Buddy Dyer
Mayor

Falcon's CREATIVE GROUP

November 22, 2019

Dear Committee Member,

For the past 20 years I have been fortunate to own an Orlando-based company that delivers themed, immersive experiences for audiences worldwide. I completely understand what kind of team it takes to compete in an expanding market filled with guests who have an insatiable appetite for deep engagement.

Themed and experience design has grown by leaps and bounds since Falcon's opened its doors in 2000. We continue to see new players entering the field, collaborating with larger, well-established brands to create the next headline grabbing project and even creating our own unique stamp on the industry. We've tasted that success many times with popular IPs and theme park operators across the globe while also putting our own spin on the latest trends or crafting something groundbreaking from scratch.

Studios like ours could not be successful without a deep pool of talent that learns and practices their craft at well-respected institutions. We receive many applications from people across a spectrum of disciplines, ranging from concept art, theatrical design, programming, production, animation, story development, CAD, project management, master planning, and others.

Developing these types of skills under the tutelage of passionate and knowledgeable instructors allows graduates to immediately pursue their dreams in our industry, and with the growing need that depend on their services, students should be able to secure a great job right away, fresh diploma still in hand.

For all these reasons, I strongly support the Themed Experience Master's degree program that UCF is launching. It will be a fantastic opportunity for students to learn the skills needed to make the magic happen!

Thank you,

Cecil D. Magpuri
President/Chief Creative Officer
Falcon's Creative Group

December 13, 2019

Paul Lartonoix
College of Arts and Humanities
Special Assistant to the Dean
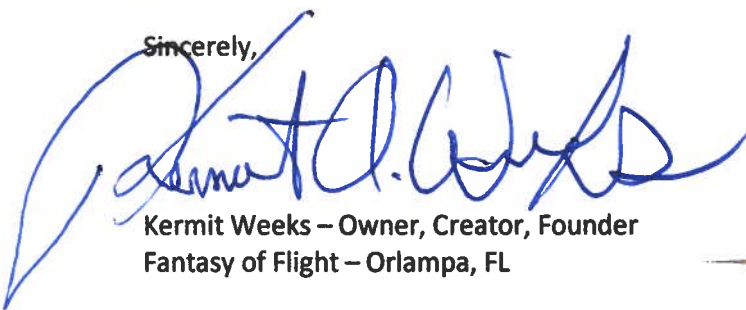12421 Aquarius Agora Drive CAH 190
Orlando, FL 32816-1990

Paul,

It was a pleasure to recently share and show you a bit of my Big Dream and Vision for Fantasy of Flight. I was also excited to learn of your plans of working towards a Master's of Science Degree in Themed Experience. As you have surmised, this is exactly where I'm headed with my next phase of my design and development.

I have been working with Bob Ward for several years now, who was on the original design team for all the Universal Studios Parks. Bob introduced me to the Falcon's Design Group here in Orlando, who are globally renowned themed entertainment designers, with completed projects all over the world. Everyone is very excited about what we are working towards, because it has purpose and meaning, as well as the potential to become the next generation Themed Entertainment Industry.

The current industry is mostly about escaping from reality. What I hope to create, is an industry that is about engaging reality! Instead of using entertainment as an end product, we will use entertainment as a means to an end. We will use the tools of the existing industry, but deliver them in a way that allows people to self-discover and self-transform themselves for themselves. I feel we are onto something BIG, as you have sensed the future with your potential program. Now that you have recently experienced a taste of how we plan to deliver our future Fantasy of Flight product, it can only reinforce the dedication that you too are on the right path and see its potential.

There are cycles in every industry and some of us see the handwriting on the wall. I believe, Themed Experience, if designed and delivered properly, has the power and potential to change the world! We will need more and more designers that can think outside the box of the existing industry. With UCF dedicating a program to meet these needs, it will be on the ground floor of something very special! One day, we will all look back with pride on that which we are about to accomplish!

Sincerely,

Kermit Weeks – Owner, Creator, Founder
Fantasy of Flight – Orlampa, FL

LIGHT THAT SPARK WITHIN™

12 November 2019

Mr. Peter Weishar
University of Central Florida
School of Performing Arts Theatre
12488 Centaurus Blvd.
Bldg. 119T, 2nd Floor
Orlando, FL 32816-2372

Re: Master of Science in Themed Experience

Dear Peter,

First off, congratulations on the new MS in Themed Experience proposal. This is a wonderful development and extremely timely. As you know, in my role as Principal and Director of Lighting Design for EXP, I have the fortune to work across all of the geographies that EXP covers. With over 80 offices throughout North America, EXP provides design and engineering services to the world's built and natural environments. One of the areas we specialize in is Themed Entertainment. With our long history in Themed Entertainment projects around the world spanning over 25 years, our expertise has allowed us to become the trusted experts that clients such as Sea World, Walt Disney Imagineering, Universal and others, come back to project after project, year after year. Which brings me back to my earlier comment about the timeliness of this new MS degree.

We are currently in a worldwide boom for Themed Entertainment project development. In addition to the regular rehab and expansion that existing theme parks regularly go through every year, new complete parks are being designed and built throughout North America, Asia, Europe, the Middle East, South America and even parts of Africa. Along with the bounty of fresh, new work opportunities comes the inevitable lack of skilled labor to meet the demand. Having a specialized program such as yours will go far to meet that need. I have no doubt that my colleagues throughout the industry will welcome your graduates with immediate offers of employment. Again, congratulations and thank you for bringing this curriculum to Central Florida and the greater industry as a whole.

Sincerely,

Aram Ebben, IALD, CLD, LEED AP
Principal, Director of Lighting Design

2601 Westhall Lane, Maitland, FL 32751 | USA
t: +1.407.660.0088 | exp.com

November 08, 2019

Peter Weishar
University of Central Florida
4000 Central Florida Blvd.
Orlando, Florida 32816

Mr. Weishar

How very exciting to hear of the establishment of your MS Themed Experience program at the University of Central Florida!

Having spent my entire working life in themed entertainment, and as a life-long Central Florida resident and UCF graduate, I couldn't be more pleased to see this course of study made available in my industry, at my home, and at my university.

Themed entertainment creators, once thought of as a collection of niche businesses, are now acknowledged as part of a huge world economic engine. The most recent TEA/AECOM Theme Index reports attendance at themed attractions at the major operators exceeded half a billion visits in 2018, equivalent to almost 7% of the world population. We are in a Golden Age of Themed Entertainment, with announcements of new international destinations and projects.

TEA and our industry's largest owner/operators agree there is an ongoing need in Central Florida for talented and specifically trained individuals. To this end TEA's NexGen initiative provides event programming, networking, and mentoring opportunities designed for members new to our industry. Birket Engineering's hiring of three passionate NexGens is directtly attributable to TEA events and relationships.

The world knows Central Florida is the center of gravity for this industry and it is key to have this academic program at UCF.

Sincerely,

Steve Birket PE MBA
UCF BS Engineering '87

Vice President
Birket Engineering, Inc.
Winter Garden, FL 34787
steve.birket@birket.com

Past President, TEA International Board of Directors

December 28, 2019

Mr. Peter Weishar
Professor of Themed Experience
Program Director, Themed Experience MFA track
University of Central Florida
12488 Centaurus Blvd., Bldg. T-216
Orlando, FL 32816

Dear Peter:

I am sending this letter to support UCF's efforts to establish a Themed Experience Masters of Science program within the College of Arts and Humanities.

I am the Project Director for SED Development, LLC, which is the developer of the mixed-use Sports + Entertainment District being developed on the approximately 8.5-acres adjacent to the Amway Center in downtown Orlando. Our project will include many indoor and outdoor themed environments, including a hotel, multi-family development, mixed-use venue, office tower, unique restaurants, outdoor entertainment plazas, and integrated signage and branding initiatives to support the activities within the development.

Until recently, it was my perception that the need for themed experience expertise was limited to theme parks, cruise ships and other typical entertainment destinations. However, it has become clear to me that there is a real need for themed experience experts in what would typically be considered more traditional real estate developments, particularly destinations anchored by sports and entertainment venues.

While we have engaged great architects, builders, lighting designers, signage consultants, and other experts in various fields throughout our development process, it is rare to find resources within these firms that bring a themed experience mindset to the individual components of the project and the mixed-use development as a whole.

As developers continue to differentiate their projects to appeal to diverse audiences, the need for themed experience experts will continue to increase not only in traditional theme park environments, but in the more traditional real estate projects as well. UCF, being in the heart of Orlando's tourism industry, would be uniquely positioned to train the leaders of tomorrow in this important multi-faceted discipline.

Sincerely,

Pat Gallagher
Project Director
SED Development, LLC

December 19, 2019

Peter Weishar
Professor of Themed Experience
University of Central Florida

Dear Mr. Weishar –

I am writing to you to share my support for your proposed Master of Science program you are planning within the College of Arts and Humanities.

IAAPA and the University of Central Florida have been partners and collaborators for a number of years. IAAPA appreciates the continued support the University of Central Florida provides to our industry at large. As "The Global Association for the Attractions Industry" IAAPA sees this proposed program as a benefit to not only your students with an interest in our industry; but employers, the industry at large, and the public. More specifically,

- There is a strong workforce demand (especially in the Orlando area) for well-educated and prepared workforce.
- Creating a focused discipline will allow individuals access to the industry directly from University. Currently individuals come into the industry through a variety of different / disparate ways and often are forced to learn on the job. While this has worked over the years, with the continued growth we expect in the industry a more structed educational pathway will not only raise awareness of a life-long career in the attractions industry, it will allow the new workforce to hit the ground running more quickly than the others may.
- As the Baby Boomers continue to retire in significant numbers for the next several years, it is critical that our industry is able to recruit and backfill those positions with qualified individuals.

If I can be of further support, please do not hesitate to contact me.

Best Regards

Reno Deschaine
Vice President Global Education and Member Services

January 9, 2020

To: The Review Committee

From: Denise Hatcher, AOA Managing Director

RE: AOA Letter of Support for the University of Central Florida MS Program in Themed Experience.

Whom It Concerns:

As Managing Director of AOA, I am writing this letter in support of the University of Central Florida MS Program in Themed Entertainment. AOA is a company located in Winter Park, Florida and we are proud to serve the needs of clients all around the world providing immersive experience design, technical production, and full-service project management services. Our AOA team consists of over 50 full-time employees who lead the creation and development of innovative and transformative destinations worldwide with a limitless range in the space of themed rides and attractions, live shows, museums and interactive exhibits, retail and world-class dining. Our clients are industry leaders in themed parks, hospitality, retail and dining including Walt Disney Imagineering, Disney Parks Live Entertainment, Universal Creative, Wyndham, Blackstone, Coca-Cola, Macy's and Delaware North.

Our goal is to continue to grow our company over the next five years. We believe that there is tremendous opportunity in themed entertainment experience development because more and more companies are looking to deliver immersive themed experiences to enhance their customer engagement and provide meaningful connections with their brands. It is a growing industry and we need institutions like the University of Central Florida to provide qualified talent from a variety of disciplines. We are actively recruiting for artists, designers, architects, show producers, technical directors, fabricators, engineers, construction managers, business admin managers…and the list goes on…

Today, employers in this industry, including AOA, are providing extensive "on the job" training to develop this talent to learn in the principals of themed entertainment development. We are looking to the MS Program at UCF to help bridge that gap so students coming out of school working as professionals can provide more value and contributions sooner in their career. As a result, this talent will be more fulfilled in their roles and companies will benefit in providing higher quality project development and execution.

We are extremely excited about the MS Program because UCF is in our own backyard! And is the second largest university in the country. There is so much opportunity for employers, like us, to tap into the talent graduating from the UCF MS program and for employers to give back and provide meaningful internships and other learning experiences for students while in the program. Orlando is the land of theme parks…Our hometown university should have this MS Themed Entertainment focused program to educate and support our own workforce and community.

Sincerely,

Denise Hatcher
AOA, Managing Director

January 15, 2020

Peter Weishar
Professor of Themed Experience
University of Central Florida

Dear Mr. Weishar,

While attending the 2019 IAAPA convention, I met several university students. It was their first time to attend. A colleague and I decided to introduce them to a number of different companies we worked with in the past. As forty plus year veterans of the industry, most of the people the students met through us were of my generation. I also shared my recent experience working on a project with Herschend Family Entertainment at Dollywood, Wildwood Grove. This new land is the largest expansion of the park to date, so I had a lot to share. My day with the students at IAPPA confirmed my strongly held belief; there is a growing need for a new generation and new breed of trained and skilled talent to feed this ever growing, increasingly diverse and global themed entertainment industry.

The student's questions, perspectives and expectation for the experience industry reflect an evolving culture. The development of themed experiences has gone far beyond it's traditional roots in the theme parks. It is constantly experimenting with new experiences that expand what entertainment is. Permanent large theme parks will continue to be the big dog in the show, but new and exciting things are happening. For example, escape rooms. There are over 8,000 escape rooms worldwide and in 2012, they started appearing in the USA. There are now more than 2350 of them across the USA.

These themed experiences are an example of where the industry is moving. They are decentralized and can appear in any city without the required infrastructure of a full size park. They are closer in scale to a restaurant and reflect the evolution of destination restaurants that strive to create compelling repeatable experiences. They all try to provide a unique vibe, using setting, lighting, effects, music and above all story. In the case of escape rooms, they seem to satisfy a growing need for shared experience of the "game" in real life and not only on a screen. It reflects the emerging influence of the gaming industry and generations of gamers. This is why people leave the comfort and convenience of home, they are in search of real and shared experiences. It is social.

One common understanding of the film industry is the practice of talent moving back and forth from film to film. It is a world of who knows who and equally important, the relevance of their last job. This is also true in the themed experience industry. However, the talent pool is limited and somewhat narrow and it is not easy to break in. The best opportunity is through internships. They provide the best trial by fire work exposure for the student and a chance for a company to evaluate potential employees.
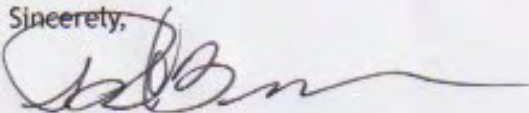
Where will new and relevant talent come from? One answer is to establish a world class program to develop talent with industry focused professional education. Rooted in the fundamentals of themed experiences it should also embrace, expand, and investigate new venues and adventures. My interest in UCF's Themed Experience Program comes from the belief there is no better place than Central Florida, the world capital of themed experiences, and no better time than now to develop such a focused program. UCF is a powerful force in Central Florida. It only makes sense UCF helps to develop one of the most important 'local' industries as it has done for Central Florida's Space, Engineering and Hospitality industries among others.

UCF's size and diversity is a real asset to developing a Themed Experience Program, as it reflects the very market it will support.

My career with Walt Disney Imagineering took me around the world many times and gave me the opportunity to do my best possible work with a world class organization. Over 32 years, I went from a simple artist craftsman to Vice President with global responsibilities leading a vast group of diverse talent. I am very enthusiastic about UCF's program and believe in its potential and excited to be a member of the board helping to guide its development.

Please feel free to contact me with any questions.

Sincerely,

Patrick Brennan
Castle Arts LLC
castlearts42@gmail.com
(407) 432-1408

Appendix D: Surveys

Default Report

Q1 - What is your area of study at UCF?

What is your area of study at UCF?

Mechanical Engineering

Mechanical Engineering

Zoology

Mechanical Engineering

Aerospace engineering

Computer Science

Mechanical engineering

English - Creative writing

Mechanical engineering

Electrical Engineering (Comprehensive Track), but considering a switch to Hospitality Management (Theme Park Track). I'm also pursuing a minor in Theatre.

Mechanical Engineering

Mechanical engineering

Electrical Engineering

Engineering

Film BFA (Pending)

Industrial Engineering

Mechanical Engineering

Computer science

Computer Science

Computer Science

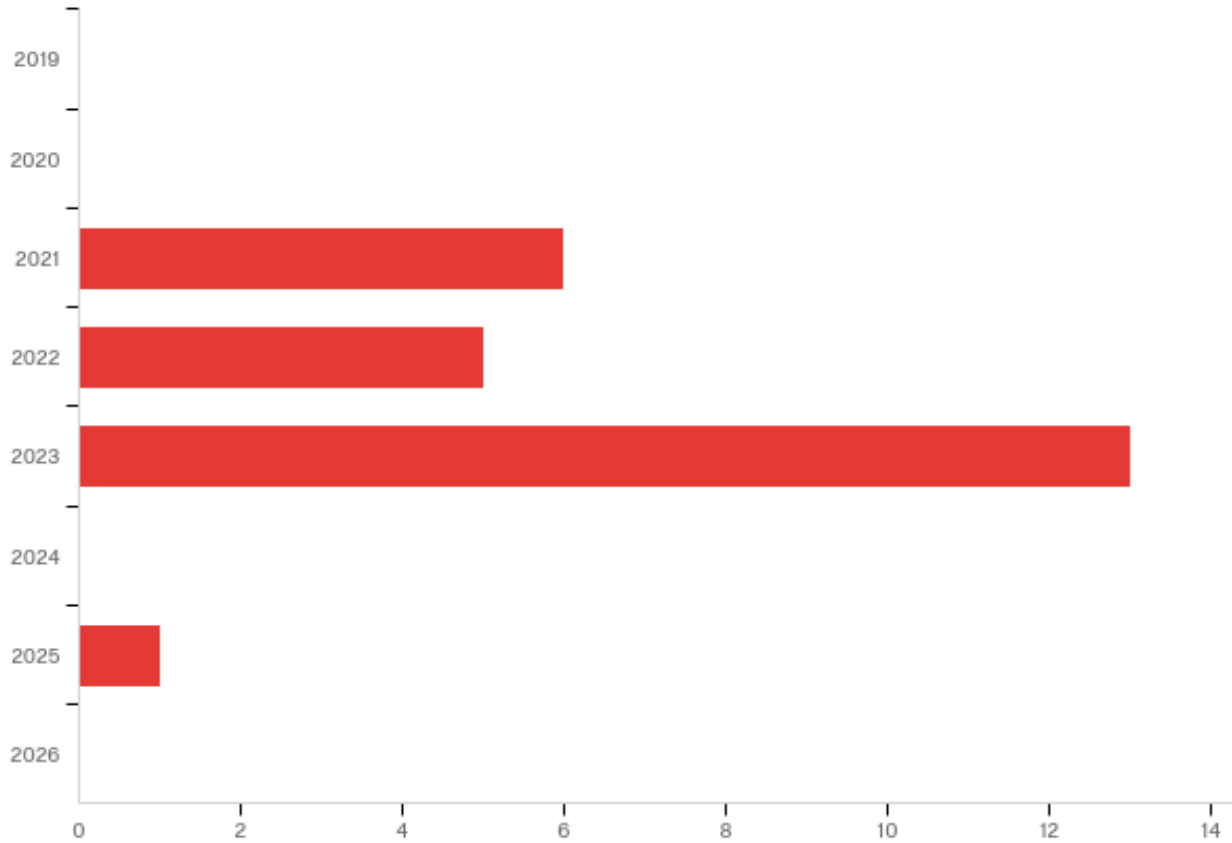Mechanical Engineering

Mechanical Engineering

Marketing

Computer Science

Computer Engineering

Mechanical Engineering

Major: Mechanical Engineering Minor: Theatre

Q2 - What year do you expect to graduate with your bachelor's degree?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What year do you expect to graduate with your bachelor's degree?	3.00	7.00	4.40	0.98	0.96	25

#	Answer	%	Count
1	2019	0.00%	0
2	2020	0.00%	0
3	2021	24.00%	6
4	2022	20.00%	5
5	2023	52.00%	13
6	2024	0.00%	0

7	2025	4.00%	1
8	2026	0.00%	0
	Total	100%	25

Q3 - After obtaining your   bachelor's degree, what would be your level of interest in entering a   graduate program in Themed Experience?
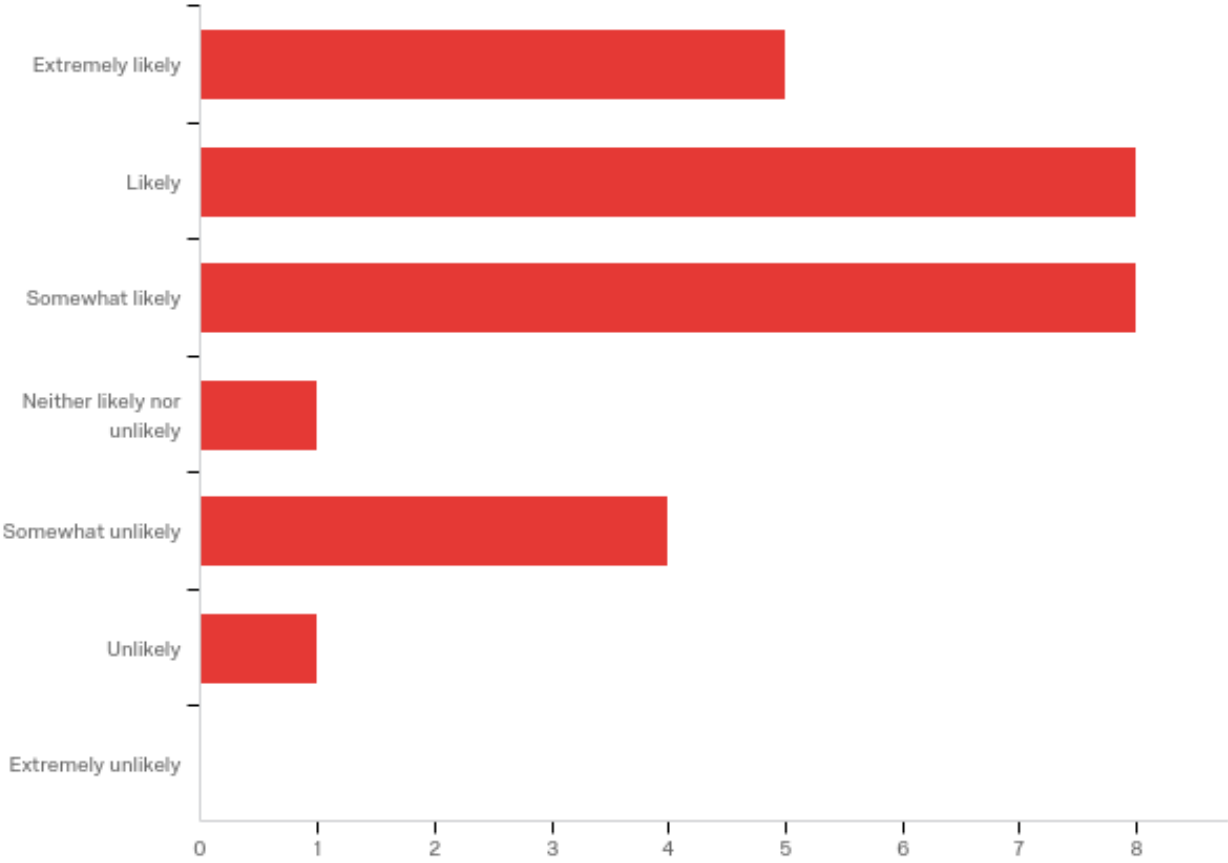
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	After obtaining your bachelor's degree, what would be your level of interest in entering a graduate program in Themed Experience?	1.00	6.00	2.78	1.40	1.95	27

#	Answer	%	Count
1	Extremely likely	18.52%	5
2	Likely	29.63%	8
3	Somewhat likely	29.63%	8
4	Neither likely nor unlikely	3.70%	1

5	Somewhat unlikely	14.81%	4
6	Unlikely	3.70%	1
7	Extremely unlikely	0.00%	0
	Total	100%	27

Q4 - What is your career goal after graduation?

What is your career goal after graduation?

Interning/Working for themed entertainment ride design companies.

Engineering for Disney and or theme park vendors

Graduate school

Animatronic Design

Theme park industry

To work in the theme park industry using my computer science skills to create attraction/ride technology.

Walt Disney Imagineering

I want to work in the theme park industry in a creative capacity (preferably in Universal Orlando for HHN).

Imagineering

To work in the theme park world in some capacity. I'd like to find something in Creative like designing or concepts, but as I learn more about the industry that might change a little.

Thrill Design, Theme Park Management

Working at disney

Theme Park Engineering

Get a job doing something I enjoy while still living comfortably.

Doing story/creative entertainment work in either the film industry or theme park industry, could also do the business side

I want to be a project manager at Disney

Creative engineer for a themed entertainment company.

Programming in a theme park related field

To hopefully work for a major company like Disney or Universal.

Information security career, master in CS

Working in the themed industry as an engineer

Walt Disney Imagineer

Brand Management at at theme park

Disney Imagineering

Themed Entertainment

To work on the entertainment side of the theme park industry.

Q5 - Would you like to stay in the Orlando area after graduation? If not, where do you see your career taking you?

Would you like to stay in the Orlando area after graduation? If not, where do you see your career taking you?
I would love to move abroad eventually, but depending on what opportunities come will depend on whether I would stay.
Yes
Yes
I would like to stay in Orlando
Yes
I would like to stay in the Orlando area, but I am also considering moving to California.
Yes, but I also hope to move to Glendale California.
I want to stay in Orlando to work in themed entertainment.
California
I would most prefer to stay in Orlando, as it is a hub for the industry, but if there is a good opportunity elsewhere that is promising I would consider it.
Yes
Yes
Yes
I would like to stay in Orlando if possible. I'm open, however, to opportunities around the world.
Possibly, other options I see are Atlanta or LA
Yes
I will if I land a career I am happy with. If not, I will go anywhere.
Yes
Yes I would like to stay in Orlando.
I will ideally stay in the Orlando or Tampa metro areas.
Yes
Yes
yes
Yes
I absolutely would like to stay in Orlando

I think I will end up in Orlando. I would like to go work somewhere else for a little bit before settling down in Orlando. Depending on job opportunities, I'd like to go work for one of the California theme parks, work on Broadway in New York, or with a traveling show or concert.

Q6 - Last question: If your goal is to work in the Themed Experience world, what is driving you towards this end goal?

Last question: If your goal is to work in the Themed Experience world, what is driving you towards this end goal?

My love for creating joy and new worlds. It's amazing to see new innovations that transport families to experience a sense of fantasy, and it's even more rewarding when you see the year-to-year grins as they get off rides or meet their favorite character.

I have always loved design and the parks and I truly wish to carry on that magic

The opportunity to design a theme park from the ground up.

Love of theme parks

My love of experiencing themed experiences drives me to create that for others.

I want to make the place that brings joy to people. To create that place of happiness.

I have passion for Halloween Horror Nights and themed entertainment in general. The TEA, close location, and my own creativity push me onwards. It's a field that I honestly see myself thriving in one day.

The love for the industry, and smiles of people's faces when they experience what was created

I want to take dreams and make them reality, to create things hat have an impact on those who experience them. Theme parks and the like have brought me a lot of happiness and inspiration, and I want to impart that on others.

To be able to create something that makes people want more. It gives people something they've never experienced

The internships and experiences related to themed entertainment

I want an exciting job that's changing all the time.

My passion for theme parks and my admiration for the complexity of theme parks and how they function.

Growing up in central Florida, I spent a lot of time abt local theme parks.

Passion I suppose

I have worked in other industries through internships, and none of them inspired the excitement I feel towards solving problems in the themed entertainment industry. It is what I am passionate about, and I don't see myself working in any other field.

My passions for creativity and themed entertainment.

My passion for theme parks, and how theme parks make people feel and just the general immersion.

My passion for roller coasters and amusement parks

The ability to make people from around the world happy with themed experiences.

I love to entertain people both on the stage and behind the scenes.
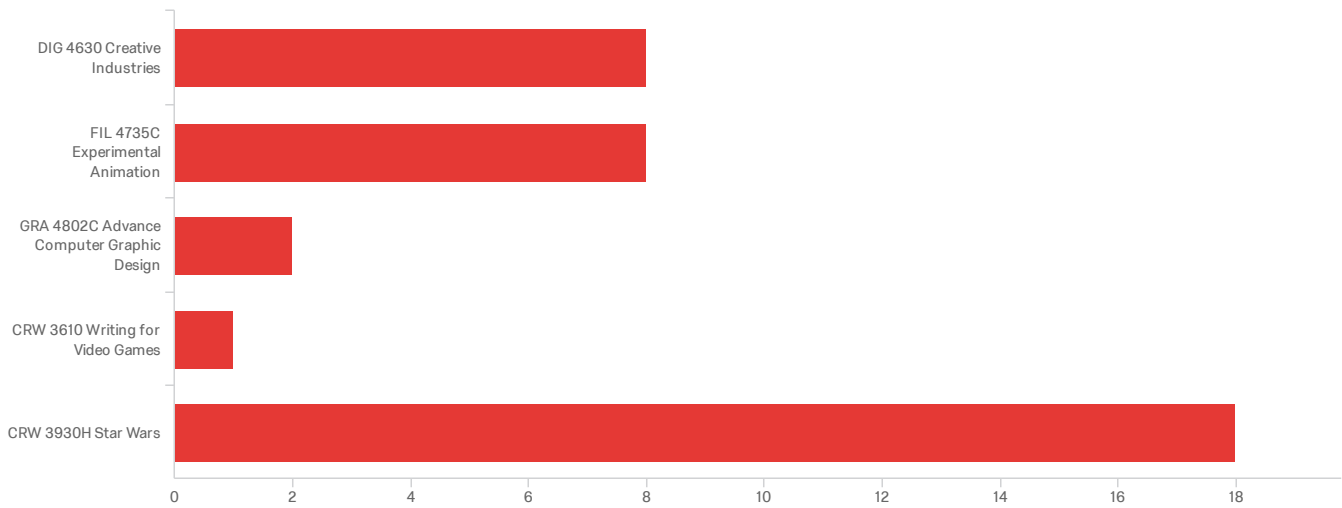
Repeated engagement with TEA

I grew up going to theme parks and absolutely loving themed experiences, so I want to work in that field and create experiences that make other people feel the way I did as a kid

Default Report

Q8 - First, which course(s) are you enrolled in?

#	Field		Choice Count
1	DIG 4630 Creative Industries	21.62%	8
2	FIL 4735C Experimental Animation	21.62%	8
3	GRA 4802C Advance Computer Graphic Design	5.41%	2
4	CRW 3610 Writing for Video Games	2.70%	1
5	CRW 3930H Star Wars	48.65%	18
			37

Showing rows 1 - 6 of 6

Q2 - What year do you expect to graduate with your bachelor's degree?
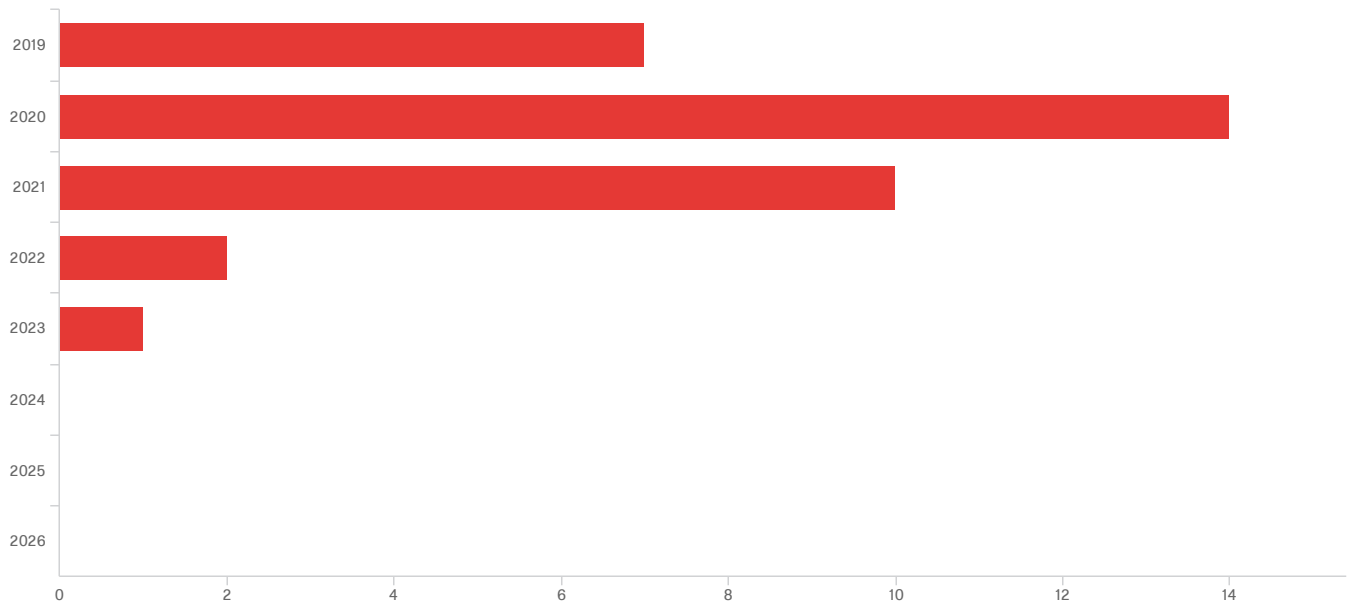
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What year do you expect to graduate with your bachelor's degree?	1.00	5.00	2.29	0.96	0.91	34

#	Field	Choice Count	
1	2019	20.59%	7
2	2020	41.18%	14
3	2021	29.41%	10
4	2022	5.88%	2
5	2023	2.94%	1
6	2024	0.00%	0
7	2025	0.00%	0
8	2026	0.00%	0
			34

Showing rows 1 - 9 of 9

Q3 - After obtaining your bachelor's degree, what would be your level of interest in entering a graduate program in Themed Experience?
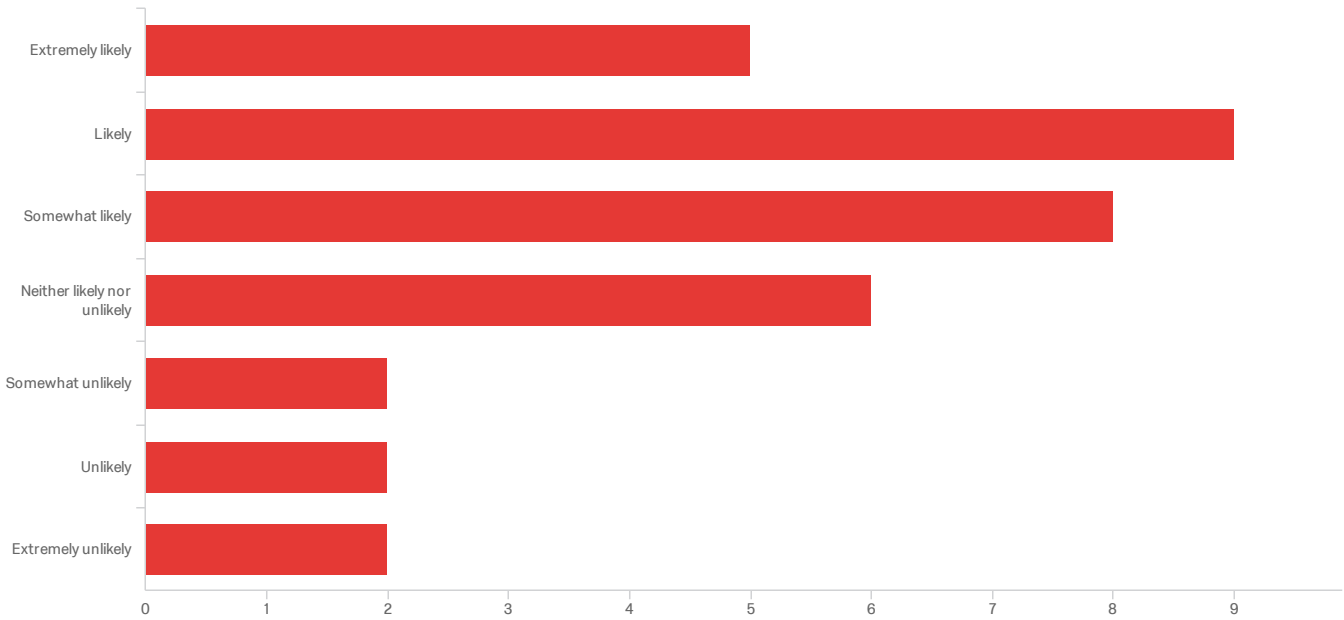
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	After obtaining your bachelor's degree, what would be your level of interest in entering a graduate program in Themed Experience?	1.00	7.00	3.15	1.65	2.71	34

#	Field		Choice Count
1	Extremely likely	14.71%	5
2	Likely	26.47%	9
3	Somewhat likely	23.53%	8
4	Neither likely nor unlikely	17.65%	6
5	Somewhat unlikely	5.88%	2
6	Unlikely	5.88%	2
7	Extremely unlikely	5.88%	2
			34

Showing rows 1 - 8 of 8

End of Report

Recorded Date	First, which course(s) are you enrolled in?	What is your area of study at UCF?	What year do you expect to graduate with your bachelor's degree?	After obtaining your bachelor's degree, what would be your level of interest in entering a graduate program in Themed Experience?	What is your career goal after graduation?	Would you like to stay in the Orlando area after graduation? If not, where do you see your career taking you?
11/5/2019 19:05	FIL 4735C Experimental Animation	Animation	2021	Extremely likely	Animation in 2D videogames	Yes. Anywhere
11/4/2019 8:50	FIL 4735C Experimental Animation	Animation with a focus in pre-production and 2D.	2020	Somewhat likely	Working in story and art development for a video game or animation studio.	If there were more animation-based jobs here, I would. I plan on going either to Austin, TX or Atlanta, GA.
11/2/2019 0:43	CRW 3930H Star Wars	Computer Science	2022	Unlikely	Get a job in software engineering for a defense agency or the video game industry	I'd like to stay
11/1/2019 23:16	CRW 3930H Star Wars	Creative Writing	2019	Extremely likely	Writing for tv and film.	Absolutely not. I'm moving to L.A.
11/1/2019 20:04	CRW 3930H Star Wars	Creative Writing	2022	Somewhat likely	Potentially continuation of academia pursuits such as a graduate program.	Undecided.
11/1/2019 22:04	CRW 3610 Writing for Video Games,CRW 3930H Star Wars	Creative Writing	2019	Somewhat likely	To become a writer	Yes
11/1/2019 21:55	CRW 3930H Star Wars	Creative Writing English BA	2019	Extremely likely	Actress and writing on the side as most actors do	yes, and no. My career takes me wherever filming or the stage is. Currently I perform for Disney, but Atlanta will be somewhere I visit and audition often.
11/2/2019 13:45	DIG 4630 Creative Industries	Digital Media Game Design	2021	Extremely likely	3D Character Artist	If possible, absolutely, yes
11/1/2019 15:28	DIG 4630 Creative Industries	Digital Media, Game Design Track	2021	Somewhat unlikely	Get a job in the video game industry and/or open my own game development studio	It would most likely take me to where the industry for game development is strongest, like Texas, Washington State, or California
11/2/2019 0:06	DIG 4630 Creative Industries	Digital Media: Game Design	2021	Likely	Universal Studios Creative	Yes
11/6/2019 13:25	FIL 4735C Experimental Animation	Emerging Media BFA-Experimental Animation	2020	Likely	(did not respond)	No, most likely Los Angeles or Vancouver
11/1/2019 22:33	CRW 3930H Star Wars	English	2021	Extremely unlikely	Teaching	No

Timestamp	Course	Major	Year	Likelihood	Career Goal	Stay in Florida
11/1/2019 23:09	CRW 3930H Star Wars	English Creative writing	2019	Likely	Screen Writer/Director	Yes
11/3/2019 11:48	CRW 3930H Star Wars	English Literature	2019	Likely	Become a fiction editor	Probably not, I would like to go to London or Seattle
11/1/2019 19:51	CRW 3930H Star Wars	English/Creative Writing	2020	Neither likely nor unlikely	Graduate School, Film or Dramatic Writing	Contingent on acceptance into UCF€™s Graduate Film program
11/5/2019 0:31	FIL 4735C Experimental Animation,GRA 4802C Advance	Experimental Animation	2020	Likely	Work as a 2D animator and cinematic illustrator	I would prefer to stay in Orlando after I graduate.
11/5/2019 22:24	FIL 4735C Experimental Animation	experimental animation	2021	Likely	To be successful in my chosen field though my choice might change a few times.	Yes but if to expensive I will move back to Tampa.
11/4/2019 9:06	FIL 4735C Experimental Animation,GRA 4802C Advance Computer Graphic Design	Experimental Animation	2020	Somewhat likely	Finding any job including digital animations or advertisements	For now, yes. But in the future, I'd like to move to another state for better jobs
11/5/2019 6:20	FIL 4735C Experimental Animation	experimental animation	2020	Likely	3D and 2D work, simulations and games	yes
11/4/2019 12:43		Experimental Animation	2021	Somewhat likely	Motion Graphics or UX/UI Design	Unlikely. Possibly New York or Boston area.
11/2/2019 16:36	CRW 3930H Star Wars	Film (cinema studies) and creative writing	2019	Likely	Film director or creative development director for video games and interactive entertainment	Possibly, California and Austin, Texas are also probable options.
11/3/2019 13:33	CRW 3930H Star Wars	Film and digital media	2020	Somewhat likely	Film editing, film industry	Potentially if possible. I would consider going to Georgia or even California
11/12/2019 11:58	CRW 3930H Star Wars	Film BA	2020	Neither likely nor unlikely	My career goal after graduating is doing as many production assistant jobs as I can until I make the right connection to get into a writer's room.	I would prefer to move away from Florida. I see my career taking me to LA, New York, or Atlanta.
11/1/2019 12:04	DIG 4630 Creative Industries	Game Design	2021	Neither likely nor unlikely	Writing for video games.	No, I am going to Japan.
11/4/2019 15:31	DIG 4630 Creative Industries	Game Design	2021	Neither likely nor unlikely	To work as a creative director on my own project.	I'd like to leave Florida at some point as for where I'd be going I'm not quite
11/1/2019 10:38	DIG 4630 Creative Industries	Game Design	2020	Somewhat likely	Writing visual novels, fantasy novels, and tutoring for children	I would like to stay in Orlando but that depends on my partner and where he gets a job after his graduation from
11/1/2019 10:32	DIG 4630 Creative Industries	Game Design	2020	Somewhat unlikely	To work in the Game Industry	I'd prefer to move out west to California, or abroad to a country like
11/5/2019 10:57	DIG 4630 Creative Industries,FIL 4735C Experimental Animation	Game design and exp anim	2021	Extremely likely	Themed entertainment	Absolutely!
11/3/2019 11:02	CRW 3930H Star Wars	Human Communications	2020	Extremely unlikely	To write scripts for tv and film	I see myself going to California
11/3/2019 14:43	CRW 3930H Star Wars	Interdisciplinary Studies	2020	Likely	Work in a creative field for Disney, Universal, or another theme park.	Yes

11/2/2019 8:51	CRW 3930H Star Wars	Major: English - Creative Writing, Minor: Digital Media	2023	Unlikely	To get a personally rewarding job in the entertainment industry, preferably in film or gaming, though I'm open to other options.	I would love to stay in central Florida, however I know that many career options for me are primarily in other
11/4/2019 12:26	CRW 3930H Star Wars	Theatre Studies	2020	Neither likely nor unlikely	Move to Chicago and work in the comedy scene	Possibly, I could see my work taking me to local theatres and youth education
11/11/2019 17:10	CRW 3930H Star Wars	Theatre Studies	2019	Neither likely nor unlikely	To become a performing arts librarian.	Yes.
11/3/2019 19:40	CRW 3930H Star Wars	Writing and Rhetoric/Radio-TV Production	2020	Somewhat likely	Writing for film and television	I may stay in the Orlando area, but if not, I would like to work in Atlanta, GA, or Las Angeles, CA.

Last question: If your goal is to work in the Themed Experience world, what is driving you towards this end goal?
I actually do not want to go into Themed Experience. But my classmate/group project member is extremely excited for Themed Experience to become a graduate program, so I am answering "Extremely likely" on this survey for her.
That isn't my goal, but I think it's an interesting and important job and I would love to learn more about it.
N/A
(did not respond)
At this time I have no goals to work in this specific field.
Being able to pursue my passions in creating stories
I LOVE Star Wars, it has had me delve into the world much more than I ever imagined I have learned film production side, writing, and the process as to how a film gets going. I have learned about the actors and how the process is very being in something that has never been done before. It is challenging me to be creative and unique while building in another world already created. Which is similar to building a character in a tv show or film. Ultimately, I want to be an actress but understanding the themed world helps you break down other themed worlds and helps one better act in other films. I also can get my foot in the door through other positions of editing, filing or even being on the continuity team to make sure everything stays within the world that is being expanded. It creates so many other options.
Gaining experience with character modeling and animation to be useful across multiple industries
Having the know-how and experience to turn what could be a regular Disney attraction into a full-fledged interactive experience
Working for a theme park like Universal Studios, this has large influence.
(did not respond)
N/A

My interest is the worlds that narratives build to give information on different topics on our world experiences that people can digest easier.

(did not respond)

I am more of a film/theater interested student so probably not unless there's a strong theater based curriculum involved

(did not respond)

I love what comes from this world and I hope to be a part of it.

I don't know what that is

(did not respond)

A desire to help educate and inspire people in creatively interactive ways

A deeper connection with interactive narratives through physical and tactile surroundings and the profound affects of well done production design.

Possibly, if the film industry takes me there.

My goal is not to work in the Themed Experience world.

Helping people learn something new by interacting with the subject they are learning about and have people be apart of the experience.

It's not really.

I had an internship with Universal apart of their R/D dept. It was eye opening and awe inspiring to see what they can do, to see how that can give people such wonderful experiences.

(did not respond)

I'm very passionate about theme parks.

N/A
Everyone needs a librarian to keep things in order.
By understanding the narratives in Themed Experiences, I will further develop as a writer.

Appendix E: Letter of Support from CECS and Rosen Deans/SPA & SVAD Directors

Office of the Dean

Michael Georgiopoulos, PhD
Dean
College of Engineering and Computer Science

Tel: (407) 823-2156
Email: michaelg@ucf.edu

To: Jeff Moore, College of Arts & Humanities (CAH), Dean

From: Michael Georgiopoulos

Date: December 13, 2019

Subject: M.S. in Themed Experience—Letter of Support

I am writing in strong support of the proposed M.S. in Themed Experience to be offered by the College of Arts & Humanities. The program's curriculum is well designed with input from local industry partners and with the specific goal of addressing workforce needs in the themed experience and entertainment industry. As proposed, the interdisciplinary curriculum includes a core of themed experience courses in addition to a listing of restricted electives offered, and taught by affiliated faculty, across several UCF colleges, including Rosen Hospitality Management and the Engineering and Computer Science. As noted above, a critical component of the program is the industry partnerships, already in place, and the internship opportunities provided in the curriculum will further ensure our students are developing the appropriate skill sets valued by our partners.

I am looking forward to our close collaboration with the College of Arts & Humanities to deliver a quality program that produces well-prepared graduates to meet the employment needs of our industry partners.

Sincerely,

Michael Georgiopoulos
ECE Professor
Dean, CECS
University of Central Florida

UNIVERSITY OF CENTRAL FLORIDA

Youcheng Wang, Ph.D.
Dean & William Peeper Destination Marketing
Preeminent Chair Professor
Rosen College of Hospitality Management
9907 Universal Blvd.
Orlando, FL 32819

December 12, 2019

Jeff Moore, Dean
College of Arts & Humanities (CAH)
University of Central Florida

Subject: M.S. in Themed Experience—Letter of Support

I am writing in strong support of the proposed M.S. in Themed Experience to be offered by the College of Arts & Humanities. The program's curriculum is well designed with input from local industry partners and with the specific goal of addressing workforce needs in the themed experience and entertainment industry. As proposed, the interdisciplinary curriculum includes a core of themed experience courses in addition to a listing of restricted elective offered, and taught by affiliated faculty, across several UCF colleges, including Rosen College of Hospitality Management and the College of Engineering and Computer Science. As noted earlier, a critical component of program is the industry partnerships already in place, and the internship opportunities provided in the curriculum will further ensure our students are developing the appropriate skill sets valued by our partners.

I am looking forward to our close collaboration with the College of Arts & Humanities to deliver a quality program that produces well-prepared graduates to meet the employment needs of our industry partners.

Sincerely,

Youcheng Wang, Ph.D.
Dean
William Peeper Destination Marketing Preeminent Chair Professor

School of Visual Arts and Design
College of Arts and Humanities
P.O. Box 161990
Orlando, FL 32816-1990

December 9, 2019

Dear Dean Moore,

On behalf of the School of Visual Arts and Design (SVAD), I am pleased to submit this strong letter of support for the M.S. in Themed Experience at the University of Central Florida. I understand this interdisciplinary initiative will include academic units from throughout the university and I am excited about the role our school can play in this degree program.

We have faculty expertise and existing coursework at both the graduate level, where students may wish to take elective courses, and the undergraduate level, which may act as a potential feeder to the program. These areas will align nicely with the strategic goals of this program. Many of our faculty members also have deep partnerships with theme parks and have also worked for major theme parks, including Walt Disney World and Universal Studios, prior to joining our faculty.

The program aligns closely with SVAD's new strategic plan, particularly our first goal to be a "leader in both traditional and innovative, forward-thinking arts and design research and education." Innovative education can be achieved by thinking across traditional disciplinary boundaries and I know this program aims to do just that.

In sum, we are excited about the possibilities of this new program in bringing together ideas and curriculum from different departments, schools, and colleges. Interdisciplinary expertise is important for student success and this program has the potential to open new partnership opportunities for cross-unit collaborations and contributes directly to economic impact by improving the talent pool for local employers.

Sincerely,

Thomas Rudy McDaniel

Dr. T. Rudy McDaniel, Professor and Director
UCF School of Visual Arts and Design

UCF

UNIVERSITY OF CENTRAL FLORIDA

School of Performing Arts – Theatre
12488 Centaurus Blvd.
Orlando, FL 32816

To: Jeffrey Moore, Dean, College of Arts and Humanities

From: Michael Wainstein, Director, School of Performing Arts

Re: Letter of Support for M.S. in Themed Experience

Date: 12/15/2019

I am writing to express my strong support for the proposed M.S. in Themed Experience offered by the College of Arts and Humanities. Since its inception as a discipline, the program's director, Peter Weishar, has been the innovative leader of this Themed Experience academic movement. Our location in Orlando, the center of the Themed Experience universe, is the ideal and obvious place for such a program to exist. The launch of the track in Themed Experience in the M.F.A. Theatre program in Fall 2019 has proven there is a great deal of interest among graduate students and overwhelming support of an industry hungry for trained professionals that can hit the ground running. Given the demonstrated need among the many organizations that create all the parts of themed experiences located in Orlando, their desire to see this program thrive and for students to succeed, is assured. Strong industry support and the interdisciplinarity that UCF affords ensures the M.S. will become one of the most sought-after training programs in the industry. With over 150 firms located right here in Orlando, students will benefit from an industry-informed education and move into positions in an industry seeking specifically-trained employees.

I look forward to many unique collaborations with the industries that make Orlando great, and to see our students become the leaders and innovators as they contribute to the future of the Themed Experience industry.

Thank you.

Michael Wainstein

Appendix F: Themed Experience M.S. Catalog Copy

College of Arts and Humanities - Graduate Program Addition-New - Themed Experience M.S.

Program Description

The Master of Science in Themed Experience is designed to teach the unique creative skills, processes and concepts utilized to design and produce themed environments such as theme parks, zoos, aquariums, themed retail, dining, museums, virtual worlds and exhibitions.

Curriculum

Total Credit Hours Required: 33 Credit Hours Minimum beyond the Bachelor's Degree

Required Courses - 21 Credit Hours

Core - 6 Credit Hours

THE 5910 Research Methods in Theatre
TPA 6437 Careers in Themed Experience

Themed Experience Concentration - 15 Credit Hours

TPA 6158 Small Project Studio
TPA 6186 Immersive Experience Studio
TPA 6187 Themed Experience Seminar
TPA 6188 Visualizing Themed Environments
TPA 6921 Collaborative Project Studio

Restricted Elective/Internship Courses - 12 Credit Hours

Students may choose from a course list of restricted electives and/or enroll in internships for a total of twelve (12) hours of elective credit. **Students must select one course each from the College of Engineering and Computer Science (CECS) and the Rosen College of Hospitality Management. Courses Additional courses** that qualify **for elective credit** are pulled from a variety of disciplines across several colleges at UCF.

AMH 5077 Colloquium in Twentieth Century Tourism

ARH 5897 Advanced Seminar in Art History

ART 5284 Design Theory and Methods

DIG 5487 Media Aesthetics

DIG 6136 Design for Interactive Media

DIG 6432 Transmedia Story Creation

DIG 6551 Theory and Practice of Interactive Storytelling

EIN 5251 Usability Engineering

EIN 6258 Human Computer Interaction

ENG 6808 Narrative Information Visualization

ENT 5619 Creativity and Entrepreneurship

FIL 5422C Experimental Cinema

HIS 5088 Readings in Curation and Public History

HIS 6094 Seminar in Curation and New Media

HIS 6096 Seminar in Historic Preservation

HMG 6291 Hospitality Entrepreneurship: Concept Creation to Capitalization

HMG 6449 Smart Travel and Tourism

HMG 6476 Feasibility Studies for the Hospitality/Tourism Enterprises

HMG 6533 Hospitality/Tourism Industry Brand Management

HMG 6566 Principles of Destination Marketing and Management

HMG 6757 Advanced Theme Park and Attraction Management

IDC 6700 Interdisciplinary Approach to Data Visualization

IDS 6267 Understanding Humans for Modeling and Simulation

THE 5288 Period Costumes, Architecture and Decor I

THE 5289 Period Costumes, Architecture and Decor II

THE 6948 Professional Internship

TPA 5346C 3D Modeling for Theatre

TPA 5885C Puppetry

TPP 5248C Storytelling as a Theatrical Art Form

[After]

Note: Acceptable Rosen ~~elective~~ electives begin with an HMG prefix and CECS courses are identified by an EIN prefix.

Critique and Evaluation

A final critique and evaluation of student work is administered to all MS graduate students at the end of their course work. Students are permitted two attempts to successfully complete the final critique and evaluation.

Course Schedule

Year 1

Fall - 9 Credit Hours

THE 5910 Research Methods in Theatre
TPA 6158 Small Project Studio
TPA 6187 Themed Experience Seminar

Spring - 9 Credit Hours

TPA 6186 Immersive Experience Studio
TPA 6188 Visualizing Themed
Environments
[After]   Restricted Elective/Internship (see list)   3 Credit
                                                              Hours

Year 2

Fall - 9 Credit hours

TPA 6921 Collaborative Project Studio
[After]   Restricted Elective/Internship (see list)   3 Credit
                                                              Hours
[After]   Restricted Elective/Internship (see list)   3 Credit
                                                              Hours

Spring - 6 Credit Hours

TPA 6437 Careers in Themed Experience
[After]   Restricted Elective/Internship (see list)   3 Credit
                                                              Hours

Independent Learning

Both **the capstone course,** TPA 6437 Careers in Themed Experience, and the internship provide independent learning experiences. The capstone course provides development of professional goals, knowledge, marketing materials, and skills for the active themed experience industry professional. The internship allows students to work with industry partners.

Application Requirements

For information on general UCF graduate admissions requirements that apply to all prospective students, please visit the Admissions section of the Graduate Catalog. Applicants must apply online. All requested materials must be submitted by the established deadline.

In addition to the general UCF graduate application requirements, applicants to this program must provide:

- One official transcript (in a sealed envelope) from each college/university attended.
- A statement of interest.
- Three letters of recommendation from former professors and/or professional individuals.
- Resume.
- Portfolio comprised of visual art and design or creative written work.
- ~~A computer-based score of 230 (or 89 internet-based score) on the Test of English as a Foreign language (TOEFL) if an applicant is from a country where English is not the official language, or if an applicant's degree is not from an accredited U. S. institution, or if an applicant did not earn a degree in a country where English is the only official language or a university where English is the only official language of instruction. Although we prefer the TOEFL, we will accept IELTS scores of 7. 0.~~ Applicants applying to this program who have attended a college/university outside the United States must provide a course-by-course credential evaluation with GPA calculation. Credential evaluations are accepted from World Education Services (WES) or Josef Silny and Associates, Inc. only.

Application Deadlines

Themed Experience	*Fall Priority	Fall	Spring	Summer
Domestic Applicants	Jan 15	Jul 1		
International Applicants	Jan 15	Jan 15		

> *Applicants who plan to enroll full time in a degree program and who wish to be considered for university fellowships or assistantships should apply by the Fall Priority date.

Financials

Graduate students may receive financial assistance through fellowships, assistantships, tuition support, or loans. For more information, see the College of Graduate Studies Funding website, which describes the types of financial assistance available at UCF and provides general guidance in planning your graduate finances. The Financial Information section of the Graduate Catalog is another key resource

Fellowships

Contact Info

Graduate Program

Peter Weishar

peter. weishar@ucf. edu

Telephone: 407-823-2862

PAC-T, Second Floor

Graduate Admissions

~~Keri Corbett~~ TBD

gradadmissions@ucf. edu

Telephone: 407-823-2766

Millican Hall 230

Online Application

Graduate Admissions

Mailing Address

UCF College of Graduate Studies

Millican Hall 230

PO Box 160112

Orlando, FL 32816-0112

Institution Codes

GRE: 5233

GMAT: RZT-HT-58

TOEFL: 5233

ETS PPI: 5233

Graduate Fellowships

Grad Fellowships

Telephone: 407-823-0127

gradfellowship@ucf.edu

https://funding.graduate.ucf.edu

Graduate Financial Aid

UCF Student Financial Assistance

Millican Hall 120

Telephone: 407-823-2827

Appointment Line: 407-823-5285

Fax: 407-823-5241

finaid@ucf.edu

http://finaid.ucf.edu

Appendix G: Elective Course Listing and Descriptions

Recommended Interdisciplinary Electives for Themed Experience

AMH 5077 – Colloquium in Twentieth Century Tourism 3 Credit Hours

ARH 5897 - Advanced Seminar in Art History 3 Credit Hours

ART 5284 - Design Theory and Methods 3 Credit Hours

DIG 5487 - Media Aesthetics 3 Credit Hours

DIG 6136 - Design for Interactive Media 3 Credit Hours

DIG 6432 - Transmedia Story Creation 3 Credit Hours

DIG 6551 - Theory and Practice of Interactive Storytelling 3 Credit Hours

EIN 5251 - Usability Engineering 3 Credit Hours

EIN 6258 - Human Computer Interaction 3 Credit Hours

ENG 6808 - Narrative Information Visualization 3 Credit Hours

ENT 5619 - Creativity and Entrepreneurship 3 Credit Hours

FIL 5422C - Experimental Cinema 3 Credit Hours

HIS 5088 – Readings in Curation and Public History 3 Credit Hours

HIS 6094 - Seminar in Curation and New Media 3 Credit Hours

HIS 6095 – Seminar in Historic Preservation 3 Credit Hours

HMG 6291 - Hospitality Entrepreneurship: Concept Creation to Capitalization 3 Credit Hours

HMG 6449 – SMART Travel and Tourism 3 Credit Hours

HMG 6476 - Feasibility Studies for the Hospitality/Tourism Enterprises 3 Credit Hours

HMG 6533 – Hospitality & Tourism Industry Brand Management 3 Credit Hours

HMG 6566 – Principles of Destination Marketing & Management 3 Credit Hours

HMG 6760 – Advanced Theme Park Management 3 Credit Hours

IDC 6700 – Data Visualization 3 Credit Hours

IDS 6267 – Understanding Humans for Modeling and Simulation 3 Credit Hours

THE 5288 - Period Costumes, Architecture and Decor I 3 Credit Hours

THE 5289 - Period Costumes, Architecture and Decor II 3 Credit Hours

TPA 5346C - 3D Modeling for Theatre 2 Credit Hours

TPA 5885C - Puppetry 2 Credit Hours

TPP 5248C - Storytelling as a Theatrical Art Form 2 Credit Hours

Themed Experience M.S.
Elective Course Descriptions

AMH 5077 - Colloquium in Twentieth Century Tourism: Examines the historiography and major themes in the history of tourism scholarship. College of Arts and Humanities - Department of History

ARH 5897 - Advanced Seminar in Art History: Research methods on various topics including: major artist, monument, cultural period or theme. College of Arts and Humanities - School of Visual Arts and Design

ART 5284 - Design Theory and Methods: Introduction to semiotic theory, communication theory, perceptual codes, human factors and visual rhetoric. College of Arts and Humanities - School of Visual Arts and Design

DIG 5487 - Media Aesthetics: Aesthetics within digital environments, relationship between technologies, visual elements, and the body. Introduction to theoretical traditions along with written and digital projects, including an exhibition. Nicholson School of Communication and Media – Department of Games and Interactive Media

DIG 6136 - Design for Interactive Media: This studio course gives students tangible experience with the design principles, methodologies, and processes used for interactive media. Nicholson School of Communication and Media - Department of Games and Interactive Media

DIG 6432 - Transmedia Story Creation: Repurposing of traditional stories: creation of authentic environments and the emergence of new authoring scenarios. Nicholson School of Communication and Media - Department of Games and Interactive Media

DIG 6551 - Theory and Practice of Interactive Storytelling: Analysis and creation of interactive stories within and across platforms. What makes stories compelling, how to exploit the particular affordances of media through authors communicate. Nicholson School of Communication and Media - Department of Games and Interactive Media

EIN 5251 - Usability Engineering: Usability paradigms/principles; cognitive walk-throughs; heuristic, review-based, model-based, empirical and storyboard evaluation; techniques; query techniques; laboratory techniques; and field study approaches. College of Engineering and Computer Science - Department of Industrial Engineering and Management Systems

EIN 6258 - Human Computer Interaction: Computer task analysis, human-computer design guidelines and history, usability testing, next generation user interfaces, human-virtual environment interaction. College of Engineering and Computer Science - Department of Industrial Engineering and Management Systems

ENG 6808 - Narrative Information Visualization: Exploration of theory and practice of information visualization, with emphasis on visualization in interactive digital texts. Includes working with large datasets to develop narrative visualizations. College of Arts and Humanities - Dean's Office - College of Arts and Humanities

ENT 5619 - Creativity and Entrepreneurship: This course presents contemporary methods for characterizing customer problems, designing creative solutions, and assessing value propositions for startup business ventures. College of Business Administration - Department of Management

FIL 5422C - Experimental Cinema: Tutorial-based studio course in which students author and apply narrative structure and production techniques to experimental film. Nicholson School of Communication and Media - Department of Film and Mass Media

HIS 5088 - Readings in Curation and Public History: Readings in the theories, principles, methods, and design for publicly engaged history content and visualization. College of Arts and Humanities - Department of History

HIS 6094 - Seminar in Curation and New Media: Historical research and application of the theories, principles, methods, and design for visual public history projects produced through new media installations. College of Arts and Humanities - Department of History

HIS 6096 - Seminar in Historic Preservation: Seminar in the theory and work of historic preservation. Research methods, theory, law, and professional standards will be explored through student generated preservation projects. College of Arts and Humanities - Department of History

HMG 6291 - Hospitality Entrepreneurship: Concept Creation to Capitalization: Focus on creating, developing, and designing a unified concept plan, business plan, and investment proposal for a new hospitality business enterprise. Rosen College of Hospitality Management - Department of Foodservices and Lodging Management

HMG 6449 - Smart Travel and Tourism: This course surveys SMART technologies and applications in the travel and tourism industry, emphasizing the systems view of the interactions among humans, environment, and technology. Rosen College of Hospitality Management - Department of Tourism Event and Attractions

HMG 6476 - Feasibility Studies for the Hospitality/Tourism Enterprises: Exploration of the many and varied facets of the economic decision-making process as it applies to hospitality projects. Components of a financial feasibility study are analyzed as an aid to the decision-making process of an investment in the hospitality industry. Rosen College of Hospitality Management - Department of Hospitality Services

HMG 6533 - Hospitality/Tourism Industry Brand Management: This elective course will introduce graduate students to critical topics, both theoretical and applied, that

demonstrate why brands are important to consumers of hospitality and tourism services and, consequently, for the successful management of hospitality and tourism corporations. Rosen College of Hospitality Management - Department of Hospitality Services

HMG 6566 - Principles of Destination Marketing and Management: Examines strategies for creating integrated destination marketing and management systems; concepts and strategies for destination competitiveness and sustainability; trends/challenges influencing destination marketing and management. Rosen College of Hospitality Management - Department of Tourism Event and Attractions

HMG 6757 - Advanced Theme Park and Attraction Management: The course examines and reviews the managerial and guest aspects of the theme park and attraction industry, including theming, operation, marketing, human resources, and research. Rosen College of Hospitality Management - Department of Tourism Event and Attractions

IDC 6700 - Interdisciplinary Approach to Data Visualization: A hands-on, interdisciplinary perspective on basic principles and fundamentals of visualizing statistical information. Topics include: effective visualizations, perception, representation, and general principles. College of Graduate Studies - Interdisciplinary Grad

IDS 6267 - Understanding Humans for Modeling and Simulation: Human cognition, the human perceptual system, ergonomics, and how humans and computing systems can connect through the process of user-centered design and analysis. College of Graduate Studies - Department of Interdisciplinary Studies

THE 5288 - Period Costumes, Architecture and Decor I: Costumes, architecture and decor from antiquity to the renaissance. College of Arts and Humanities - School of Performing Arts

THE 5289 - Period Costumes, Architecture and Decor II: Costumes, architecture and decor from the Renaissance to present. College of Arts and Humanities - School of Performing Arts

THE 6948 - Professional Internship: Field work as company members of the Orlando Shakespeare Theatre. College of Arts and Humanities - School of Performing Arts

TPA 5346C - 3D Modeling for Theatre: Three-dimensional computer modeling and editing techniques applicable for theatre design. College of Arts and Humanities - School of Performing Arts

TPA 5885C – Puppetry: Puppetry as an art form in design and performance. College of Arts and Humanities - School of Performing Arts

TPP 5248C - Storytelling as a Theatrical Art Form: Application of storytelling as an art form. College of Arts and Humanities - School of Performing Arts

Appendix H: Faculty Member's CVs

Curriculum Vitae

CARISSA ANN BAKER

1660 Willow Oak Lane
Sanford, FL 32773
(321) 262-2603
carissa.baker@knights.ucf.edu

Education

Ph.D. Texts and Technology, 2018, University of Central Florida
M.A. Literature, 2008, University of Central Florida
B.A. Literature, 2006, Chapman University
Study Abroad, 2004, University of York, England

Full-Time Faculty Appointments

Professor of English, 2010-Present, Seminole State College, Sanford, FL
Professor of English, 2018, Seminole State College at JNC Abroad, Shanghai, China

Full-Time Administrative Appointments

Director, Quality Enhancement Plan (QEP), 2013-2016, Seminole State College
Writing Center Coordinator, 2009-2010, Santa Barbara City College

Honors and Awards

Endowed Teaching Chair, 2019, Seminole State College, Semifinalist (ongoing)
Outstanding Dissertation Award, 2019, University of Central Florida, winner for College of Arts and Humanities
Order of Pegasus recipient, 2018, University of Central Florida's highest student honor
Women's History Month Student Leader recognition, 2018, University of Central Florida
Texts and Technology Dissertation Research Award, 2017, University of Central Florida
Visiting Scholar, 2015 & 2017, Breda University (Netherlands)
Board of Trustees Faculty Spotlight, 2013, Seminole State College

Refereed Publications

Baker, C. (2020). Giant shoes and magic keys: Kiddie parks and early dramatic play. Chapter in *Childhood Narratives and the Places They Inspire.* Eds. K. M. Jackson and M. West. Accepted.
Baker, C. (2019). A Chinese "high-tech theme park full of stories": Exploring Fantawild Oriental Heritage. Chapter in special issue of *Chinese Culture Forum.* Eds. F. Freitag and C. Liu. Accepted.
Baker, C. (2018). The use of themed entertainment design in museums and heritage sites. *The Museum Review* vol. 3.
Baker, C. (2018). Universal's Wizarding World of Harry Potter: A primer in contemporary

media concepts. Chapter in *Harry Potter and Convergence Culture: Essays on Fandom and the Expanding Potterverse*. Eds. A. Firestone and L. Clark. McFarland.

Baker, C. (2016). Creative choices and fan practices in the transformation of theme park space. *Transformative Works and Cultures* vol. 22.

Baker, C. (2014). Outside the seam: The construction of and relationship to Panem's nature. Chapter in *Space and Place in* The Hunger Games*: New Readings of the Novels.* Eds. D. A. E. Garriott, W. E. Jones, and J. E. Tyler. McFarland.

Publications

Baker, C. (2018). Summary of exploring a three-dimensional narrative work: The theme park as "de Sprookjessprokkelaar," the gatherer and teller of stories. *Journal of Themed Experience and Attractions Research* vol. 1.

Baker, C. (2018). *Exploring a three-dimensional narrative work: The theme park as "de Sprookjessprokkelaar," the gatherer and teller of stories*. University of Central Florida, Dissertation. Call number: LD1772.F96 T45 2018.

Baker, C. (2010). Activism of the earth: Political transformation in Terry Tempest Williams' *The Open Space of Democracy.* California State University, Northridge Associated Graduate Students of English Conference Proceedings.

Baker, C. (2008). Inventing the writing center. *The Dangling Modifier* 15.1.

Invited Presentations

1. Baker, C. (2019). Theming and storytelling: The core of the theme park experience. Rosen College of Hospitality Management, HFT 4752 course "Managing the Guest Experience in the Theme Park and Attraction Industry," Orlando, Florida.
2. Baker, C. (2018). Developing stories within the theme park medium. Breda University of Applied Sciences, Breda, Netherland. Recorded lecture.
3. Baker, C. (2018). From sunshine state to theme park state: How the amusement industry transformed Florida. Seminole State College, AMH 2070, "History of Florida," Sanford, Florida.
4. Baker, C. (2018). The future of theme park narrative. Ringling College of Art and Design, Lunch with the Liberal Arts, Sarasota, Florida.
5. Baker, C. (2018). Developing stories within the theme park medium. Ringling College of Art and Design, LMST 230X course "Worldbuilding," Sarasota, Florida.
6. Baker, C. & Ray, D. (2018). Lessons from Carnegie Math Pathways and Reading Apprenticeship for guided pathways implementation. Association of Florida Colleges Annual Meeting and Conference, Orlando, FL.
7. Baker, C. (2018). Alohomora!: The magic of storytelling in Harry Potter. University of Central Florida, Honors Symposium, Orlando, Florida.
8. Baker, C. (2018). Theme parks: Planning, design, development. Rosen College of Hospitality Management, HFT 4755 course "Theme Park and Attraction Management," Orlando, Florida.
9. Baker, C. (2018). Theming and storytelling: The core of the theme park experience. Rosen College of Hospitality Management, HFT 4752 course "Managing the Guest Experience in the Theme Park and Attraction Industry," Orlando, Florida.

10. Baker, C. (2017). Pandora – The World of Avatar: Model of the immersive world. Efteling Academy, Kaatsheuvel, Netherlands.
11. Baker, C. (2017). Interactivity and interactive quests: Transforming tourism. Efteling Academy, Kaatsheuvel, Netherlands.
12. Baker, C. (2017). The Wizarding World of Harry Potter: A case of contemporary media concepts. Breda University Attraction and Theme Park Management program, Breda, Netherlands.
13. Baker, C. (2017). Alohomora!: The magic of storytelling in Harry Potter. University of Central Florida, Honors Symposium, Orlando, Florida.
14. Baker, C. (2017). Alohomora!: The magic of storytelling in Harry Potter. NEA Big Read for Golden Isle Arts & Humanities, St. Simons Library, St. Simons Island, Georgia.
15. Baker, C. (2017). Alohomora!: The magic of storytelling in Harry Potter. NEA Big Read for Golden Isle Arts & Humanities, College of Coastal Georgia, Brunswick, Georgia.
16. Baker, C. (2017). Theming and storytelling: The core of the theme park experience. Rosen College of Hospitality Management, HFT 4752 course "Managing the Guest Experience in the Theme Park and Attraction Industry," Orlando, Florida.
17. Baker, C. (2016). Alohomora!: The magic of storytelling in Harry Potter. University of Central Florida, Honors Symposium, Orlando, Florida.
18. Baker, C. (2016). Alohomora!: The magic of storytelling in Harry Potter. Keynote address. Southern Regional Honors Council Conference, Orlando, Florida.
19. Baker, C. (2016). Theme park design and development. Rosen College of Hospitality Management, HFT 4755 course "Theme Park and Attraction Management," Orlando, Florida.
20. Baker, C. (2016). Theming and storytelling: The core of the theme park experience. Rosen College of Hospitality Management, HFT 4752 course "Managing the Guest Experience in the Theme Park and Attraction Industry," Orlando, Florida.
21. Baker, C. (2016). The 'Read to Succeed' QEP: Using data for continuous improvement at Seminole State College. State Assessment Meeting, Orlando, FL.
22. Baker, C. (2015). The transmedia world of Harry Potter. Breda University Academy for Leisure, Breda, Netherlands.
23. Baker, C. (2015). Designing for cultural contexts: Disney's haunted dark rides. Breda University Academy for Leisure, Breda, Netherlands.

Conference Presentations

1. Baker, C. (2019). The use of themed entertainment design in museums and heritage sites. International Conference on Tourism and Leisure Studies, Miami, FL. Accepted.
2. Baker, C. (2019). Creative labor in the global themed entertainment industry. International Conference on the Fantastic in the Arts, Orlando, FL.
3. Baker, C. (2018). Exploring a three-dimensional narrative medium: The theme park as "de Sprookjessprokkelaar," the gatherer and teller of stories. Themed Experiences and Attractions Academic Symposium, IAAPA Attractions Expo, Orlando, FL.

4. Baker, C., Pickett, D., & Hamedl, F. (2018). Creative collaborations: Academic-industry partnerships in themed entertainment. Education Conference, IAAPA Attractions Expo, Orlando, FL.
5. Baker, C. (2018). Exploring a three-dimensional narrative medium: The theme park as "de Sprookjessprokkelaar," the gatherer and teller of stories. University of Central Florida Graduate Research Forum, Orlando, FL.
6. Baker, C. (2018). Enchanted spaces: Theme parks as art, narrative, and transformation. University of Central Florida English Symposium, Orlando, FL.
7. Baker, C. (2017). Creative collaborations: Academic-industry partnerships in themed entertainment. World Research Summit for Tourism and Hospitality, Orlando, FL.
8. Baker, C. (2017). The club that's made for you and me: Cultivating Disney fandom in children. Children's Literature Association, Tampa, FL.
9. Baker, C. & Nuhn, P. (2017). Classroom faculty and librarians: Communication + collaboration = essential 2 student learning. Florida Library Association Annual Conference, Orlando, FL.
10. Baker, C. (2017). Disney's Haunted Mansion: The black widow bride and the contemporary gothic. Popular Culture Association/American Culture Association Conference, San Diego, CA.
11. Baker, C. (2016). Theme park storytelling: Sustaining fairy tales in three dimensions. South Atlantic Modern Language Association Conference, Jacksonville, FL.
12. Baker, C. (2016). Wonder tales in three dimensions: Theme park story experiences. International Conference on the Fantastic in the Arts, Orlando, FL.
13. Baker, C. (2015). The theme's the thing: Story worlds and attraction success. World Research Summit for Tourism and Hospitality, Orlando, FL.
14. Baker, C. (2015). Outside the seam: An ecocritical reading of *The Hunger Games.* Association for the Study of Literature and Environment Conference, Moscow, ID.
15. Baker, C. (2014). Disney's Pirates of the Caribbean: Taming or reclaiming Florida? Florida College English Association Annual Conference, Stuart, FL.
16. Baker, C. (2013). The Tree of Life: A reading of an artificial/natural object. University of Central Florida English Symposium, Orlando, FL.
17. Baker, C. (2013). The construction of and relationship to Panem's nature: An ecocritical reading of *The Hunger Games*. Ecocriticism: Transpacific Dialogue, Orlando, FL.
18. Baker, C. (2012). Today's lesson. Spoken-Word Poetry Presentation. American Democracy Project Annual Meeting, San Antonio, TX.
19. Baker, C. (2011). Emphasizing connections to place: Teaching Zora Neale Hurston in Central Florida. Florida College English Association Conference, Melbourne, FL.
20. Baker, C. (2011). Hybrid classes: An investment in the future. Seminole State College Education Partnership Conference, Sanford, FL.
21. Baker, C. (2011). Arguing in front of the kids: Dr. Seuss' *The Lorax* and Terri Birkett's *Truax.* College English Association Conference, St. Petersburg, FL.
22. Baker, C. (2011). Video game as text: Art, narrative, and nature in *Ōkami.* International Conference on the Fantastic in the Arts, Orlando, FL.
23. Baker, C. (2010). Explication of the earth: Writing and reading in Terry Tempest Williams' *Red*. La Sierra University Natures Conference, Riverside, CA.

24. Baker, C. (2009). Reading differently: Narrative experimentation in Terry Tempest Williams' *Red.* University of California, Riverside Humanities Conference, Riverside, CA.
25. Baker, C. (2009). Activism of the earth: Political transformation in Terry Tempest Williams' *The Open Space of Democracy.* California State University, Northridge Associated Graduate Students of English Conference, Northridge, CA.
26. Baker, C. (2009). Disney's Animal Kingdom: Nature art and artifice. La Sierra University Natures Conference, Riverside, CA.
27. Baker, C. (2008). Embracing the bear: Feminine erotics, ethics, and politics of place in the work of Terry Tempest Williams. Florida Consortium for Women's Studies, Tampa, FL.
28. Baker, C. (2007). Wilderness in the commercial space: Disney's Animal Kingdom. University of California, Riverside Humanities Conference, Riverside, CA.

Teaching and Advising

Courses Developed:

Liberal Arts Humanities: Disney – History, Culture, and Influence
Liberal Arts Humanities: *Harry Potter* as Literature and Culture
Interdisciplinary Honors: History, Poetry, and Music of *Hamilton: An American Musical* (co-taught with M. Butler, History and D. Campbell, Music)
Honors Selected Studies in Humanities: Great Books
Interdisciplinary Honors: Gender in Media and Technology
Interdisciplinary Honors: Academic Writing Review

Courses Taught:

The Art of Film, World Literature II, Introduction to Honors, Introduction to Literature, Honors Composition, Composition, Applied Intermediate Composition Ideas in Conflict, Developmental Writing I, Developmental Writing II

Research Advising:

Master's students T. Husson and V. Neveu (Breda University)
Interviewed by students doing theme park research at UCF, Breda University, Nyenrode Business University, and Massachusetts College of Art and Design

Professional Service

Peer reviewer, *Transformative Works and Cultures* (2016-Present)
Contributor, Texts & Technology Blog (2016-2017)
Judge, City of Sanford poetry contest (2014)

Campus Service

Leadership:

1. Chair, Collegewide Continuing Contract Review Committee (2018-2019)
   - Helped draft substantive revisions to the tenure process in the Collective Bargaining Agreement including a faculty improvement plan
2. Vice-Chair, Collegewide Continuing Contract Review Committee (2017-2018)
3. Chair, search committee for Director, Academic Success Center
4. Graduate of Leadership Academy, member of Advanced Leadership Academy
   - Wrote winning proposal for class project (2013-2014)
5. Co-chair, QEP Development Team, QEP Pilot Implementation Team, QEP Curricular Subcommittee, and QEP Student Advisory Council (2012-2013)
6. Led efforts for campuswide Ally program to support inclusive campus environment (2011); founding member of LGBT Scholarship Committee (2012-present)

Committees:

1. Member, Library Committee (2017-present)
2. Member, Honors Institute Advisory Committee (2016-present)
3. Member, Faculty Center for Teaching and Learning Advisory Council (2012-2016)
4. Member, Speaker Series Committee (2014-2016)
5. Member, Strategic Plan Writing Team (2015)
   - Aided administration in drafting the College's next mission and vision statements, strategic goals, and measures of success
6. Member, QEP Reading Subcommittee, QEP Communications Team, QEP Spirit Team (2012-2013); QEP Curricular Advisory, QEP Co-curricular Advisory (2013-2016)
7. Member, Diversity Council (2011-2015)
8. Member, Faculty Senate (2010-2013)
9. Search committees: Professor of Fire Science; Student Life Coordinator; Success Coach; Director, Honors Institute; Director, Faculty Center for Teaching and Learning

Advising:

1. Consultant, Jack Kent Cooke Scholarship essay submissions (2015-present)
2. Chaperone, field trip to WDW Shared Services with Emerging Leaders Club (2018)
3. Guide, field trips to Walt Disney World for HUM2022H (2015, 2018)
4. Judge, English Department student poetry and short fiction contests (2018-2019)
5. Judge, Florida Collegiate Honors Council conference entries (2015-2017)
6. Advisor and chaperone, Florida Collegiate Honors Council Conference (2016)
7. Advisor and chaperone, Southern Regional Honors Council Conference (2016)
8. Judge, English Department student essay writing contest (2011)
9. Co-advisor, Unity Gay Straight Alliance student organization (2010-2013)
10. Reviewer, Financial Aid Office Scholarship Selection Committee (2009-2010)

Production:

1. Website manager for English Department (2013-present); website editor for Honors Institute (2017-present)
2. Assisted with UCF General Education Program Unifying Theme curriculum and website development (2007-2008)
3. Worked with various platforms for blended courses and robust f2f courses (Canvas, Sakai, Moodle, Blackboard/WebCT)
4. Led book clubs sponsored by the Faculty Center for Teaching and Learning
5. Facilitated more than a dozen professional development workshops on diversity and inclusion, technology tools in the classroom, hybrid classes, writing practices, reading strategies, and assessment for continuous improvement

Part-Time Academic Work

Adjunct English Instructor, 2009, Riverside Community College, Riverside, CA
Writing Program Lecturer, 2008-2009, University of California, Riverside, CA
Adjunct English Instructor, 2007-2008, Seminole State College, Sanford, CA
Graduate Teaching Associate, 2007-2008, University of Central Florida, Orlando, FL
Graduate Writing Consultant, 2006-2008, University of Central Florida, Orlando, FL

Organization Membership

Association for the Study of Literature and Environment (ASLE)
Children's Literature Association (ChLA)
International Association of Amusement Parks and Attractions (IAAPA)
International Association for the Fantastic in the Arts (IAFA)
Popular Culture Association (PCA)
Themed Entertainment Association (TEA), TEA NextGen, TEA Academic Network

BYRON D. CLERCX

806 N. Boston Avenue
DeLand, FL 32724
386-315-7992

INSTITUTION: University of Central Florida   **COLLEGE**: Arts & Humanities   **SCHOOL**: Visual Arts & Design
TITLE: Professor of Art   **RANK**: Tenured Professor   **OFFICE**: VAB 105C
PHONE: 407-823-2676 (mssgs)   **EMAIL**: byron.clercx@ucf.edu   **EMPLOYMENT**: 2013

EDUCATION

Degrees:

> M.F.A., California State University, Fullerton, Fullerton, CA, 1991 (Sculpture)
> B. S., University of Wisconsin, River Falls, River Falls, WI, 1985 (Art)

EMPLOYMENT HISTORY

Academic Appointments:

> *Professor*, School of Visual Arts & Design, UCF, Orlando, FL, August 2013 to present
> *Professor*, Art & Design, Marshall University, Huntington, WV, 2005-2013
> *Associate Professor*, Art & Design, University of Idaho, Moscow, ID, 1998-2005
> *Assistant Professor*, University of Idaho, Moscow, Idaho, 1993-98
> *Visiting Professor of Art*, Whitman College, Walla Walla, WA, 1992-93
> *Johnston Visiting Professor in Art*, Whitman College, Walla Walla, WA, 1991-92
> *Graduate Assistant*, University of Minnesota-Duluth, Duluth, MN (Art 101), 1986-88

Administrative Appointments:

> *Director*, School of Visual Arts & Design, University of Central Florida, Orlando, FL, Aug. 2013 to Oct. 2017
> *Director*, School of Art & Design, Marshall University, Huntington, WV, July 2012 to June 2013
> *Chair*, Department of Art & Design, Marshall University, Huntington, WV, July 2005 to June 2012
> *Graduate Coordinator*, Dept. of Art & Design, Marshall Univ., Jan. to Aug. 2009 and July 2010 to Dec. 2011
> *Graduate Coordinator*, Art & Design, University of Idaho, Moscow, ID 2004-05

Non-Academic Appointments:

> *Mentor*, Summer Internship Program, Whitman College, Walla Walla, WA, 1993
> *Substitute Teacher (K-8)*, Fullerton School District, Fullerton, CA, 1990-91
> *Graduate Assistant*, California State University-Fullerton, Fullerton, CA, 1989
> *Artist in Residence*, Roseville Area High School, Roseville, Minnesota, 1988-89
> *Artist in Residence*, Alexander Ramsey High School, Roseville, Minnesota, 1985-86

TEACHING HISTORY

Courses Taught:

> University of Central Florida
>
> | | |
> |---|---|
> | ART 6687: Research Concentration I (periodic) | ART 6098: Independent Study (periodic) |
> | ART5941: Graduate Practicum I (Fa/18) | ART 5910: Studio Concentration I (periodic) |
> | ART 4710C: Advanced Sculpture (Sp/19) | ART 4464C: Books Without Books (Sp/19) |
> | ART 3175C: Adv. Issues in Cont. Bookarts (Fa/17) | ART 3171C: Materials for Artist's Books (Sp/18) |
> | ART 2203C: Design Fundamentals 3D (periodic) | ART 2201C: Design Fundamentals 2D (2017-18) |
>
> Marshall University
>
> | | |
> |---|---|
> | Art 670: Graduate Seminar (Fall 2006) | ART 499: Senior Capstone Project (2007-13) |
> | Art 498: Senior Capstone Project (2011-13) | ART 475/651: Studio Seq. (2005-13) |
> | Art 390: Professional Practice (periodic) | ART 112: Introduction to Art (2005-06) |
> | Art XXX: Art, Music & Theatre of Florence (2010) | |
>
> University of Idaho
>
> | | |
> |---|---|
> | ART 597: Teaching Practicum (periodic) | ART 590: MFA Exhibition (1993-2005) |
> | ART 521: MFA Ind. Critique (1993-2005) | ART 516: MFA Sm. Group (1993-2005) |
> | ART 515: MFA Art Studio (1993-2005) | ART 508: Readings in Art & Design (periodic) |

TEACHING HISTORY

Courses Taught (cont.):

    University of Idaho (cont.)

ART 507: Graduate Art Seminar (2004)	ART 500: MFA Thesis (1993-2005)
ART 495: BFA Senior Thesis (1993-2005)	ART 490: BFA Studio (1993-2005)
ART 340: Int./Adv. Sculpture: (1993-2005	ART 241: Beg. Sculpture: (1993-2005)
ART 299: Teaching Practicum (1993-2005)	ART 211: Drawing I (Summer-1998)
ART 404: Field Trip to LA (1999)	ART 404: Metal Casting, (Sum 1998)
ART 122: Design II VCDP (1994-95)	ART 251: Printmaking I (1993-95)

    Whitman College

BFA Senior Thesis (1991-93)	BFA Senior Studio (1991-93)
Book Arts I & II (1991-93)	Painting I, II & III (1992-93)
Printmaking I & II (1992-93)	Papermaking (1992-93)
Field Trip to New York (1992)	Drawing I & II (1991-92)
2-D Design (1991-92)	3-D Design (1991-92)
Ceramic Sculpture (1991-92)	Metal Sculpture (1991-92)
Contemporary Art Seminar (1991-92)	

Advising**:**

    Graduate Students advised as Committee Major Professor, University of Central Florida (2 total)

    Graduate Students advised as Committee Major Professor, University of Idaho (15 total)

    Graduate Committee as Committee Internal/External member, University of Idaho, (12 total)

    Designated Undergraduate Advisor, University of Idaho (15-20 students per year)

Non-credit Classes, Workshops, and Seminars:

    Presenter, "Bookarts Workshop: Learning to Read Between the Lines," WSU Pullman, WA, 1999

    Class Seminar, "(Re)Thinking Books," Book Arts Program, UCSB, Santa Barbara, CA, 1997

    Presenter, "Children's Bookarts Workshop: Books as Metaphoric Tools," Ellis School, Pittsburgh, PA, 1996

    Instructor, 3-D Design Children's Summer Session, Idyllwild School of Music and Arts, Idyllwild, CA, 1993

    Presenter, "Papermaking Workshop," Whitman College, Walla Walla, WA, Summer, 1992

    Printmaking Asst., UCLA ArtsReach, California Institute for Women, Chino, CA, 1991

    Guest Presenter, Summer Papermaking Program, Idyllwild School of Music and Arts, Idyllwild, CA, 1993

Teaching Awards:

    Alumni Award for Excellence in Teaching, University of Idaho, Moscow, Idaho, 2003

    Alumni Award for Excellence in Teaching, University of Idaho, Moscow, Idaho, 1996

CREATIVE ACCOMPLISHMENTS

Public Art:

    Lead Artist/Aesthetic Consultant, 4th Ave/Old Main Corridor Streetscape Redesign, City of Huntington,
        Huntington, WV, (a *ClercxWorks* collaboration with Lynn Clercx) c. 2008-09

    Pedals to Pages, Bike Rack & Benches, Public Library!, Boise, Idaho, commissioned by the Boise City Arts
        Commission, (a *ClercxWorks* collaboration with Lynn Clercx), c. 2003-04

Solo Exhibitions:

    Textuality, Lorinda Knight Gallery, Spokane, WA, 2004

    Tactile Memories and Related Passages, Gallery Konvikt, Palacky Univ., Olomouc, Czech Republic, 2003

    Textuality: Reading Between the Lines, Museum Café Gallery, Museum of Art, Olomouc, CZ, 2003

    Allegories and Object Lessons, Lorinda Knight Gallery, Spokane, WA, 1997

    Corporeal Readings, Eastern Washington University, Cheney, WA, 1997

    Painting is History, Westminster College, New Wilmington, PA, 1996

    Examination Copies, University of North Dakota, Grand Forks, ND, 1993

    Re/Formations, Sheehan Gallery, Whitman College, Walla Walla, WA, 1993

    Entropy, West Gallery, California State University-Fullerton, Fullerton, CA, 1991

CREATIVE ACCOMPLISHMENTS
Two and Three Person Exhibitions:
Information/Transformation, Yellowstone Art Museum, Billings, MT, (Mary Bonjorni/Marlene Alt), 2001
Ag·Nation, ArtWest Gallery, Jackson Hole, WY, (Todd Clercx), 2001
Bookish, Paris Gibson Square Mus. of Art, Great Falls, MT, (Toni Matlock), 1998
Re/Generations, U Idaho, Prichard Art Gallery, Moscow, ID, (Merl Clercx), 1997

Invitational Exhibitions*:*
Between the Covers: Altered Books in Contemporary Art, Maslow Galleries, Everhart Museum: Natural
    History, Science & Art, Scranton, PA, February 5 – June 6, 2016.
ODD VOLUMES: From the Collection of Allan Chasanoff, Yale University Art Gallery, New Haven, CT,
    November 7, 2014 – February 1, 2015. Permanent Collection (catalog).
Fall Invitational Exhibition, Gallery 842, Marshall University, Huntington, WV [curator: John Farley], 2010
Book Marks 08, Birke Art Gallery, Marshall University, [curator: Mary Grassell] 2008.
WV Faculty Exhibition, Southeastern College Art Conference (SECAC), City Hall, Charleston, WV, 2007
MU Art & Design Faculty Exhibition, Birke Art Gallery, Marshall University, 2006-07
Fresh Paint, Arlington Arts Center, Arlington, VA, December 2006
University of Idaho Art & Design Faculty Exhibition, UI CDA Campus, Coeur D' Alene, Idaho, 2005
University of Idaho Art & Design Faculty Exhibition, BSU Art Gallery, Boise State Univ., Boise, Idaho, 2005
Annual Art Department Faculty Exhibitions, Prichard Gallery, University of Idaho, Moscow, ID, 1993-2005
Love and/or Terror, Museum of Art, University of Arizona, Tucson, AZ, 2003
Altered Books: Spine Bending Thrillers, The Rider University Art Gallery, Rider University, Lawrenceville, NJ,
    curator: Karen McDermitt (catalog), 2003
Ex Libris, Frumkin Duval Gallery, Santa Monica, CA, 2002
Boise City Arts Commission: Public Art Projects, Boise Art Museum, Boise, ID, 2002
Group Show, Lorinda Knight Gallery, Spokane, WA, 2002
Group Exhibit: Sun Valley Writers Conference, Anne Reed Gallery, Ketchum, ID, 2001
Book Unbound, Dalton Gallery, Agnes Scott College, Atlanta, GA, 2001
Book as Art, Catherine G. Murphy Gallery, Coll. of St. Catherine, St. Paul, MN, 2000
LEGIBLE FORMS: Contemporary Sculptural Books, Contemporary Art Center of Virginia, Virginia Beach,
    VA, 1999. Handworkshop Art Center, Richmond, VA; Chicago Public Library & Harold Washington
    Library, Chicago, IL; Sheldon Memorial Art Gallery, Lincoln, NE, 1997, [curator: Carla Hanzal]
Tools-as-Art: The John Hechinger Collection, The National Building Museum, Washington, DC, 1999
An Academic Celebration of Idaho Artists, John B. Davis Gallery, Idaho State University, Pocatello, Idaho
    [curator: Rudy Kovacs (catalog)], 1998
TURNING UP THE PAGE: Artist Book of the Nineties, Pyramid Atlantic Art Gallery, Riverdale, MD,
    [curator: Helen Frederick], 1997
Literary Sojourn, Steamboat Springs Arts Council Depot, Steamboat Springs, CO, 1997 and 1996
Webs://Textiles & New Technology, UC-Davis Gallery, Davis, CA, 1997
Artist's Books, School of Glass Works & Printmaking, New Orleans, LA, 1997
The Book as Art, Eleanor Bliss Center for Arts, Steamboat Springs, CO, 1997
Inside/Outside: The International Library, Frederick R. Weisman Museum, University of Minnesota,
    Minneapolis, MN. [curator: Helmut Lohr (catalog)], 1996
Book as Art III, Edith Lambert Gallery, Santa Fe, NM, 1996
Virginia Festival of the Book, various locations, Charlottesville, NC, 1996
1996 Book Art Show Seattle Public Library, Seattle, WA, 1996
Artist's Books, Warren Street Gallery, Hudson, NY [curator: Fawn Potash], 1995
Book as Art II, Edith Lambert Gallery, Santa Fe, NM, 1995
Books as Objects, Selby Gallery, Ringling School of Art & Design, Sarasota, FL, 1995
The Packwood Diaries, Pyramid Atlantic, Riverdale, MD, 1995 [curator: Donald Vogler (catalog 1994)]
Let's Play House: Artist's and Domestic Environments, Charles A. Wutsum Museum of Fine Art, Racine, WI
    [curator: Caren Heft (catalog)], 1995
The Uncommon Book: Structure, Space, Language, Sun Valley Art Center, Sun Valley, ID, 1995
The International Library, Center for Book Arts, NYC [curator: Helmut Lohr], 1995
2nd International Book Arts Invitational, King Street Stephen Museum, Budapest, Hungary
    [curator: Gyula Fulop (work in permanent collection)], 1994
Re-Reading the Boundless Book, Minnesota Center for Book Arts, MPLS, MN [curator: Betty Bright], 1994

CREATIVE ACCOMPLISHMENTS

Invitational Exhibitions (cont.):

The Packwood Diaries, Pyramid Atlantic, Comus Gallery, Portland, OR [curator: Donald Vogler (catalog)], 1994

Artist's & Eccentric Books, Braithwaite Gallery, University of Southern Utah, Cedar City, UT, 1994

Las Vegas U.S.A., Nevada Institute for Contemporary Art, Las Vegas, NV, 1994

Books as Objects, North Dakota Museum of Art, Grand Forks, ND, 1994

The Aesthetics of Athletics: Sports Games and Exercise, Charles A. Wutsum Museum of Fine Art, Racine, WI [curator: Caren Heft (catalog)], 1994

Triennial: Black, White and Read II, Edith Lambert Gallery, Santa Fe, NM, [curator: Anne Burton], 1994

Bookworks from the Book Arts Guild, Pratt Fine Arts Center, Seattle, WA, 1994

Book as Object as Book, Comus Gallery, Portland, OR, [curator: Donald Vogler (catalog)], 1993

Artists Books & Art About Books, Pratt Manhattan Gallery, NYC and Rubelle & Norman Schafler Gallery, Brooklyn, NY, 1993

Building the Contemporary Book, Minnesota Center for Book Arts, MPLS, MN [curator: Betty Bright], 1993

In, On & Out of the Bag, Nevada Institute of Contemporary Art, Las Vegas, NV, 1993

American Artist Books, Istvan Kiraly Museum, Budapest, Hungary [curator: Robin Silverberg (work in permanent collection, catalog)], 1992

Juried Exhibitions

Idaho Commission on the Arts Fellowship 2003 Exhibition, UI Prichard Art Gallery, Moscow, ID; Friesen Gallery, Nampa, ID; Herrett Museum & Jean King Gallery, Twin Falls, ID; Lewis & Clark Center for Arts & History, Lewiston, ID [statewide tour (catalog)], 2003

Idaho Triennial Exhibition, Boise Art Museum, Boise, ID [juror: Cheryl Conkelton, (catalog)], 1998.

A Survey of Contemporary Book Arts in the Northwest, Sheehan Gallery, Whitman College, WA [curators: Ben Mitchell & Kathy Kuehn], 1996

Mold That Thought, Galleria Mesa, Mesa, AZ [juror: Katheryn Funk], 1996

Idaho 1995 Triennial Exhibition, Boise Art Museum, Boise, ID [jurors: Diane M. Douglas, Wally Mason, and Gordon McConnell, (catalog)], 1995

A Booker's Dozen: 14 Idaho Artist's & Eccentric Books, Idaho Center for the Book, Boise State University, Boise, ID [curator: Tom Trusky], 1994

VICTIMS, University of Alaska at Anchorage, Anchorage, AK, 1993

Recycler Exhibit, DaVinci Art Gallery, LA City College, Los Angeles, CA, 1993.

Pacific Northwest Annual, Bellevue Art Museum, Bellevue, WA. [jurors: Buzz Spector & Susan Biskeborn], 1993

Art Work for AIDS '93, Northwest Aids Foundation, Seattle, WA, 1993

1st National Show, Long Beach Center for Art, California [juror: Jen Butterfield], 1992

Volumnation: Book-As-Art-Object, Edwin A. Ulrich Museum of Art, Wichita State University, Wichita, KS [juror: Amy Young], 1992

Bookworks, Mesa City Art Center, Mesa, Arizona, 1992

88th Open, Long Beach Center for the Arts, Long Beach, CA. [juror: Peter Frank], 1992

Artists Books Exhibition, Wilder Galley, Los Gatos, CA [juror: Valorie Hill], 1992

Artists Books, Sarasota County Library, Sarasota, CA, 1992

Art Beat 1991, Costa Mesa Art League Gallery, Costa Mesa, CA. [jurors: Susan Anderson, Brian Gray, and Mark Johnstone], 1991

'30 Below', University Art Museum, University of Minnesota, Minneapolis, MN [jurors: Diane Katsiaficas & George Neubert], 1987

1986 Juried Show for MN Artists, The Art Center of Minnesota, Orono, MN; Owatonna Art Center, Owatonna MN; Bemidji Art Center, Bemidji, MN [curators: Sidney Simon & Lynne Warren (catalog)]

Other Creative Projects/Events:

Curator, Dept. of Art & Design Faculty (Selected Works), Office of the President, Marshall University, 2005-06

Exhibitor, "Clercx*Works*", St. Paul Art Crawl, Studio 507, Northwestern Bldg., St. Paul, MN, 2004

Client/Sponsor: 'Pedals to Pages,' Idaho Engineering Works, Mechanical Engineering Graduate Program, University of Idaho, Moscow, Idaho, 2003

Designer/Fabricator and oversaw installation of custom outdoor hanger and sign for the *Red Door Restaurant*, Moscow, ID, (a Clercx*Works* project with Lynn Clercx), 2001-02

Client/Sponsor: Fountain of Knowledge,' Mechanical Engineering Senior Capstone Design Program, University of Idaho, Moscow, Idaho, 1995-96

CREATIVE ACCOMPLISHMENTS
Other Creative Projects/Events (cont.):
"Surveillance", site-specific outdoor video projections on buildings, NYC, 1994
"Salt-Lake/Salt Licks', site-specific installation of books in and around Great Salt Lake, Ogden, UT, 1994

SCHOLARLY ACCOMPLISHMENTS
Authored Publications:
"Art of the Third Republic of Poland", *Sculpture,* June 2004, Vol. 23, No. 5, p. 76-77
"Interview with Patrick Zentz", *Sculpture,* March 2003, Vol. 22, No. 2, p. 20-21
"Books as Tools", *U.S. 1*, March 12, 2003, p. 2
"Jack Dollhausen: Boise Art Museum", *Sculpture,* Nov. 2002, Vol. 21, No. 9, p. 70-71
"New Frontiers: Interview with New Media Artists at Jackson Hole Art Association", *SPLASH*, Winter 2002, p. 8,
        10, 14, 26-27
"Tracy Linder: Yellowstone Art Museum", *Sculpture*, Jul/Aug 2001, V.20, N.6, p. 57-58
"Brad Rude: Boise Art Museum", *Sculpture*, Jan/Feb 2000, Vol. 19, Num. 9, p. 58-59
"The Art Guys: Tacoma Art Museum", *Sculpture*, Dec. 1999, Vol. 18, No. 10, p. 70-71
"Mel Chin: WSU Museum of Art", *Sculpture*, September 1998, Vol. 17, No. 7, p. 71-2
"Computers and Sculpture in Education: Re/Shaping the For(u)m for the 21st Century", *Sculpture*, November
        1997, Vol. 16, No. 9, p. 48-52
"The Book and The Body: Generation and Re-Generation", *Talking the Boundless Book: Art Language, & Book
        Arts*, ed. by Charles Alexander, Minnesota Center for Book Arts, MPLS, MN, Nov. 1995, p. 125-9
"Reply to Spencer", *Washington Book Club Qtrly.* Vol. X, No. 4, Winter 1992, p. 3-5

Public Presentations:
*Streetscape, Mindscape & Economic Landscape: How Arts and Culture Placemaking Initiatives Improve
        Community Livability Factors and Contribute to Sustainable Community (Re)Development*, Historic
        Sanford Welcome Center as part of the City of Sanford Public Art Lecture Series (08.19.17).
Progress, Plans, and Purpose for the new MU Visual Art Center, Huntington Women's Caucus, Huntington's
        Kitchen, Huntington, WV, Fall 2012
The West Virginia Certified Art$ Community (CAC) Designation: What is it…and (why) does it matter?,
        Huntington Arts Summit, Big Sandy Arena, October 23, 2012
4th Avenue/Old Main Corridor: Practical and Poetic Concerns for Casting Concrete Streetlights,
        College of Engineering Capstone Class, Marshall University, Huntington, WV, January 2010
4th Avenue / Old Main Corridor Project: Evolving Enterprise: Ego, Empathy, and Emblematic Enhancements,
        2009 Create West Virginia Conference: Technology Track: Breaking Down Collaboration Barriers, Big
        Sandy Arena, Huntington, WV, October 2009
Public Art and Book Arts: Making Private Narratives Public, Penland School of Crafts, Penland, NC, March 2009
*(Re)Defining Community: Using Aesthetic Enhancements to Shift the Streetscape, Mindscape and Economic
        Landscape,* Create West Virginia Conference, Place Track: Development Through Aesthetic
        Enhancement, Snowshoe Mountain Resort, October 2008
Aesthetic Enhancement & Economic Development: Why Design Matters, Department of Political Science,
        Marshall University, Huntington, WV, November 2007
Panelist, "Regeneration Through Public Display: The Interaction of Public Art and Public History"*,* Marshall
        University, 21st Annual Yeager Symposium Lecture Series, For One, For All: Perspectives on Public Art,
        JCE Experimental Theater, Marshall University, Huntington, WV, October 2007
*Redefining the Streetscape, Mindscape and Economic Landscape: Public Art, Civic Space, Identity, Inclusion and
        the 21st Century Creative Class,* 21st Annual Yeager Symposium Lecture Series, *For One, For All:
        Perspectives on Public Art*, JCE - Experimental Theater, Marshall University, Huntington, WV,
        October 2007
*From Paginated Multiples to Sculptural Book Objects: The Artist's Book as Vehicle for Inquiry, Identity and
        Ideology*, Southeastern College Art Conference (SECAC), October 9, 2007
(Re)Creating Community Identity: Aesthetic Enhancement, Economic Development & Why Design Matters, WV
        Chapter of American Institute of Architects, Livable Communities Design Charrette, 4th Avenue/Old
        Main Corridor Task Force, Greyhound Bus Depot, Huntington, WV, August 2007
Artist's Books: Concepts > Creativity > Change, WV Teacher Certification Workshop, Huntington Museum of
        Art, August 2007

SCHOLARLY ACCOMPLISHMENTS

Presentations (cont.):

Aesthetic Enhancement & Economic Development: Why Design Matters, Heritage Farm Group, Heritage Farm,
Huntington, WV, June 2007

Public Art: Identity, Investment, and Integration: Or, Why Settle for Ordinary when Extraordinary is Better,
Huntington City Council, City Hall, Huntington, WV May 2007

Aesthetic Enhancement & Economic Development: Why Design Matters, Engineering Steering Committee
Members, Old Main 216, Marshall University, Spring 2007

Books as Objects: Materials, Metaphors and Meaning, Coburn Gallery, Colorado College, Colorado Springs, CO,
December 2006

Emcee, Panel Discussion and Walking Tour of Public Commissions, The 2006 COFA Birke Arts Symposium,
Pullman Square Gazebo, Huntington WV, September 2006

Gallery Talk with Byron Clercx, Lorinda Knight Gallery, Spokane, WA, 2004

From Studio Work to Public Sculpture, Buhl, Idaho: Public Art Project, Department of Architecture,
University of Idaho, Moscow, ID, 2004

Language, Locution and Location, The Krakow Academy of Art, Krakow, Poland, 2003

Materials, Memories, and Metaphors, Palacky University, Olomouc, CZ, 2003

Books as Objects: The Rhetoric of Transformation, Olomouc Museum of Art, Olomouc, CZ, 2003

Reflexive Origins and New Frontiers, Center for Polish Sculpture, Oronsko, Poland, 2003

Pedals to Pages, Boise City Arts Commission, Idaho Public Artist's Panel, Boise Art Museum, Boise, ID, 2002

Textuality: Books-as-Metaphors, Yellowstone Art Museum, Billings, MT, 2001

AgNation, Art Association Gallery, Jackson Hole, WY, 2001

Displacement or Deference: How Technology Has Affected the Visual Arts, Tools and Technology Humanities
Lecture Series, Univ. of Idaho, Moscow, ID, 2001

Discernable Differences and Danto's Theories: There's More to Art Than Meets the Eye, Inland Northwest
Philosophy Conference on Truth & Meaning, University of Idaho, Moscow, ID and Washington State
University, Pullman, WA, 2000

Corporeal Readings, Art Department, California State University Long Beach, Long Beach, CA, 1998

Giving Books Second Looks, University, of Great Falls, Great Falls, MT, 1998

Artists' Books: Prosaic Containers/Poetic Objects, Paris Gibson Square Museum of Art, Great Falls, MT, 1998

Corporeal Readings, Art Department, University of California-Santa Barbara, Santa Barbara, CA, 1997

Apprehending Conceptual Art, Fullerton College, Fullerton, CA, 1997

Like Father…Like Son, Prichard Art Gallery, University of Idaho, Moscow, ID, 1997

Painting is History, Art Dept., Youngstown State Univ., Youngstown, OH 1996

Materials/Metaphors, Art Dept., Westminster College, New Wilmington, PA, 1996

Materials & Metaphors, Compton Union Brown Bag Lunch Series, Washington State Univ., Pullman, WA, 1995

Book Objects: Tactile Language, "Art & Language: Re-Reading the Boundless Book Symposium," Minnesota
Center for Book Arts, Minneapolis, MN, 1994

The Visual Book as a Classroom Tool, Idaho Center for the Book Symposium, Boise State Univ., Boise, ID, 1994

Book Objects: The Ugly Ducklings, Center for Book Arts, NYC, 1994

The Physicality of Text, Symposium on Artist's Books, presenter and panelist, Portland State University,
Portland, OR, 1993

Text-uality, Art Department, University of North Dakota, Grand Forks, ND, 1993

Looking at Books, Minnesota Center for Book Arts, Minneapolis, MN, 1993

Re-Reading Books, Sheehan Gallery, Whitman College, Walla Walla, WA, 1993

Entropy in the Arts, Art Department, Whitman College, Walla Walla, WA, 1991

Sponsored Research):

Florida Blue Healthy Minds Healthy Bodies Educational Tool Kit, Florida Blue Foundation, Principal Investigator(s):
UCF Co-PI's: Professor Byron Clercx and Asst. Professor Victor DaVila with multiple Co-PIs from HEBNI
Nutrition Consultants Inc., and ArtReach Orlando, $89.900 (3-year funding: Jan 2018-Dec 2020)

Foundation for the Tri-State Community: 21st Century Endowment Fund Grant, to enhance the streetscape
beautification: install 50 bronze commemorative plaques in sidewalk, Spring 2012

Co-Fundraised 12K private donations to fund a streetscape beautification redress project (to replace 50 failed
sidewalk lights with 50 state/city/university specific commemorative bronze plaques), Summer/Fall 2012

Foundation for the Tri-State Community: 21st Century Endowment Fund Grant, $1,000 to complete phase two of the
Forest Hills Neighborhood Association Beautification Project: EMS Station Community Park, Fall 2012

SCHOLARLY ACCOMPLISHMENTS

Sponsored Research (cont.):

Lead Artist/Aesthetic Consultant, 100K Streetscape Redesign for 4th Ave/Old Main Corridor
(A *ClercxWorks* collaboration with Lynn Clercx), City of Huntington, Huntington, WV, 2008-09

COFA Faculty Development Travel Award, Marshall University, 2007

INCO Faculty Travel Grant and COFA Faculty Development Travel Awards, Marshall University, 2006

INCO Faculty Travel Grant, Marshall University, 2005

COFA Faculty Development Grant, Marshall University, 2005

Mautz Paint, Little Canada MN, research donation: 200 gallons of acrylic paint, 2004

Seed Research Grant, University of Idaho, Moscow, ID, $5,932 for travel, research
residency, exhibitions and lectures in Central & Eastern Europe, 2003

Quick Art$, Idaho Commission on the Arts, Boise, ID, $850 for research abroad, 2003

Cenex Educational in-kind donation, 220 gallons of BioForm Concrete Form Release Oil, casting research and
product testing with Univ. of Idaho C.E. Professor Ed Schmeckepeper, 2003

Small Travel Grant, University of Idaho, Moscow, ID, $850 for travel to the Yellowstone Art Museum,
Billings, MT for invited lecture and 'Information/Transformation' exhibition, 2001

Departmental Travel Award, University of Idaho, Moscow, ID, $250 for travel to the Yellowstone Art
Museum, Billings, MT for invited lecture and exhibition, 2001

Quick Art$, Idaho Commission on the Arts, Boise, ID, $700 to complete artwork for an exhibition titled,
'Information Transformation' to complete an installation at the Yellowstone Art Museum, 2000

Quick Art$, Idaho Commission on the Arts, Boise, ID, $1,000 to complete artwork for concurrent solo exhibits
at Eastern Washington University, Cheney, WA; and The Lorinda Knight Gallery, Spokane, WA, 1997

Small Travel Grant, Univ. of Idaho, Moscow, ID, $625 for travel and lecture at Center for Book Arts, NYC, 1995

Departmental Travel Award, University of Idaho, Moscow, ID, $250 for invited lecture at Youngstown State
University, Youngstown, OH and a solo exhibition at Westminster College, In Westminster, PA, 1995

Seed Research Grant, University of Idaho, Moscow, Idaho, $6,000 for travel to Ogden, UT to complete onsite
research and an installation at Great Salt Lake, 1994

North American Salt Co., Salt Lake City, UT, in-kind materials & tech. support, 1994

Small Travel Grant, University of Idaho, Moscow, Idaho, $900 for travel to MPLS, MN and Boise, ID for invited
lectures at Book Art symposiums, 1994

Departmental Travel Award, University of Idaho, Moscow, ID, $250 for travel to Boise, ID and Minneapolis, MN
for invited lectures at Book Art symposiums, 1994

Sharp Electronics Co., Federal Way, WA, in-kind short-term equipment loans: shipped LCD projector to various
regional/national venues for exhibits, lectures, and performances, 1993

Cargill Inc. (Research/Teaching), Portland, OR, in-kind donation: 55 gallons of clear resin for art casting, 1993

Cargill Inc. *(Research/Teaching)*, Lynwood, CA, in-kind donation: 110 gallons of clear resin and technical
consultation/casting assistance for art exhibit at CSU-Fullerton, Fullerton, CA, 1991

Honors and Awards:

Full-year Sabbatical Awarded, University of Idaho, 2003-04

Honorable Mention, Idaho Commission on the Arts Fellowship 2003, Boise, ID, 2002

Best of Show, Mold That Thought Exhibit, Galeria Mesa, Mesa, AZ, 1996

Purchase Award, Artist Book Exhibit, Wilder Gallery, Los Gatos, CA, 1992

First Place, Art Beat 1991, Costa Mesa Art League, Costa Mesa, CA, 1991

First Place, Juried Show for Minnesota Artists, Art Center of MN, Orono, MN, 1986

MEDIA COVERAGE

Creative and Scholarly Activity:

CREATIVE DECONSTRUCTION OF BOOKS A Review of 'Odd Volumes: Book Art From the Allan Chasanoff Collection,'
by Martha Schwendener, in New Haven, New York Times, N. Y. / Region, Art Review | Connecticut,
<http://www.nytimes.com/2014/12/07/nyregion/a-review-of-odd-volumes-book-art-from-the-allan-chasanoff-collection-in-new-haven.html?ref=topics&_r=0>, December 6, 2014.

Old Main Corridor behind schedule, by Bryan Chambers and Christian Alexandersen, *The Herald-Dispatch,*
News: February 23, 2009 @ 08:49 PM, Herald-Dispatch.com, http://www.herald-dispatch.com/
homepage/x1816461003/Old-Main-Corridor-behind-schedule

First phase of Old Main Corridor project to begin mid-September, by Christian Alexandersen, *The Herald*

MEDIA COVERAGE

Creative and Scholarly Activity (cont.):

Dispatch, News: August 25, 2008 @ 12:00 AM, Herald-Dispatch.com, http://www.herald-dispatch.com/news/x809657486/First-phase-of-Old-Main-Corridor-project-to-begin-mid-September

First Phase of Old Main Corridor Work to Begin in August, by Paul Darst, The State Journal, Thursday, June 12, 2008, 06:00 AM, http://statejournal.com/story.cfm?func=viewstory&storyid=39891

City Council approves two contracts, by Bryan Chambers, *The Herald-Dispatch,* News Briefs: August 11, 2008 @ 11:25 PM, Herald-Dispatch.com, http://www.heralddispatch.com/news/x1484855108/City-Council-approves-two-contracts

Council voting on Old Main Corridor contracts, by Bryan Chambers, *The Herald-Dispatch,* News: August 10, 2008 @ 10:10 PM, Herald-Dispatch.com, http://www.herald-dispatch.com/news/x2021816656/Council-voting-on-Old-Main-Corridor-contracts

Work to begin on Old Main Corridor, by Bryan Chambers, *The Herald-Dispatch,* News, July 19, 2008 @ 12:00 AM, Herald-Dispatch.com, http://www.herald-dispatch.com/news/x1103453720/Work-to-begin-on-Old-Main-Corridor

Fresh Paint at the Arlington Arts Center, by Jeffry Cudlin, Friday, January 27, 2006: http://hatchetsandskewers.blogspot.com/2007/01/i-have-little-pick-in-this weeks-wcp.html

Thinking About Art: Fresh Paint & More @ Arlington Arts Center, Friday, December 08, 2006: http://thinkingaboutart.blogs.com/art/gallery_show_thoughts/

Art review: 'Altered Books', by F. R. Rivera, *U.S. 1*, February 26, 2003, p. 35-36

Thrillers in Word & Image, by Nicole Plett, *U.S. 1*, February 5, 2003, p. 40

Turning over a new leaf, by Janet Purcell, *The Times*, Friday, Jan. 31, 2003, p. G3-G4

Boise's new public art program takes off, by Emily Simnitt, *The Idaho Statesman*, Sat., June 22, 2002, p. 1 & 6

Brothers share new exhibit at Art Association, by Josh Hodes, *Jackson Hole Guide*, Wed., July 25, 2001, p. D5

Exhibit Features off-beat works of Clercx Brothers, by Dina Mishev, *Jackson Hole News*, Wed., 7/25/01, p.7

Art in the most unlikely places, by John Ryan, *Moscow Pullman Daily News*, Weekend Edition, November 14 & 15, 1998, p. 8A.

Bookworms will be smitten by exhibit, *Great Falls Tribune*, Sept. 11, 1998, p. 10-11

New Boise Art Museum show opens Thursday, by Marianne Flagg, *The Idaho Statesman*, Tuesday, June 23, 1998, p. 1D & 2D

Byron Clercx at Lorinda Knight Gallery and the Eastern Washington University Gallery, by Deborah Haynes, *Artweek*, May 1997, Vol. 28, No. 5, p. 29-30

Clercx at Knight Gallery, by Connie Grove, *The Inlanders*, March 12, 1997, p. 12

Static Object: Dynamic Form, by Johanna Drucker, *SCULPTURE*, Nov. 1996, Vol. 15, Num. 9, p. 20-24

Literary art show redefines limits, by Tom Ross, *Steamboat Pilot*, Sept. 5, 1996, p. E1

Mesa exhibit includes an itchy situation, by Clare Ulik, *Arizona Republic*, March 30, 1996, p. 1 & 10

From Fiber to Pixels to Fiber Again, by Anne Lear, *Computer Graphics*, September 1996, p. 4-5

Byron Clercx: Reading Things, *The Bookmaker's Desire*, by Buzz Spector, Umbrella Editions, 1995, p. 57-60.

Centering the Art (Arts?) of the Book, by Charles Alexander, *M/E/A/N/I/N/G #17*, May 1995, p. 21-26

JAB: An Identity Crisis, by Doug Beube, *Journal of Artist's Books,* Spring, 1995, p. 30-31

Johanna Drucker responds, by J. Drucker, *Journal of Artist's Books*, Spring 1995, p. 31

Re-Reading the Boundless Book: Art and Language Rewrite the Twenty-First Century, by Neill Herring, *Art Papers*, Jan/Feb, 1995, p. 51-52

Literature becomes art in a different way, by Andrea Vogt, *The Idaho State Journal*, Oct. 1, 1995, Sec. E, p. 1

Book Learin': UI Professor Sculpts Texts into Art Works, by Andrea Vogt, *Lewiston Tribune*, August 25, 1995, Section D, p. 1 & 4

The Book as Art II, by Chris Hemp, *THE magazine*, April, 1995, p. 55

I Don't Take Voice Mail, by Charles Bernstein, *M/E/A/N/I/N/G #1*, Nov. 1994, p. 55-61

The Public Life of Artist's Books: Questions of Identity, by Johanna Drucker, *Journal of Artist's Books*, Volume 1, Number 2, Fall 1994, p. 6, 55-61

Piquing 'Packwood Diaries', by Lee Fleming, *The Washington Post*, Saturday, Dec. 10, 1994, p. D2

Hanging Senator Packwood, by Susan G. Hauser, *The Wall Street Journal*, September 26, 1994, p. A12

A Booker's Dozen, by Paris Almond, *REFLEX*, Oct/Nov, 1994, p. 17

Senator gets more than a tweak in Comus 'Packwood Diaries', by Bob Hicks, *The Oregonian*, 9/10/94

Book Art Breaks the Rules, by Cory Wees, *The Arbiter*, April 19, 1994, p.10-11

The Book as Art at the Edith Lambert Gallery, by Dean Balsamo, *Pasatiempo*, 3/1/94, p. 44

Art is an Open Book, by Candelora Versace, *Pasatiempo,* March 4, 1994, p. 31-34

MEDIA COVERAGE
Creative and Scholarly Activity (cont.):

'Books as Objects', at Comus Gallery (Portland)," *REFLEX*, Vol. 8, Num. 1, Jan/Feb, 1994, p. 22, 24

Books as Objects as Books as Art, by Victoria Benedetti, *Quarto,* Vol. 2, Num. 1, January 1994, p. 1

American Artist's Books, by Pataki Gabor, *Uj Muveszet (Art Today),* No. 93/1, January, p. 44-45

No telling these books by covers, by Joel Weinstein, *The Oregonian,* Tuesday, Dec. 14, 1993, p. E8

Annual Bellevue Art Museum show reveals exceptional new voices, by Regina Hackett, *Seattle Post Intelligencer,* July 24, 1993, p. C3

Books as Art: From Library to Museum Floor, by Steve Cheseborough, *Phoenix Gazette,* July 15, 1992, p. 11

Books Open up to Reveal a New World of Artforms by Bruce Christian, *Mesa Tribune*, June 12, 1992, p. 20

'30 Below', at 'U' is viewers digest of new artistic trends, by Mary Abbe Martin, *Minneapolis Star and Tribune*, Sunday, January 25, 1987, p. 1G & 9G, 1987

PROFESIONAL DEVELOPMENT
Leadership**:**

Attendee, Institute for Academic Leadership Dept. Chairs Workshop, Howie in the Hills, FL (2015 and 2014)

Member, National Council of Arts Administrators (NCAA). Conferences attended: Philadelphia, PA (2016); Boston, MA (2015); Nashville, TN (2014); Richmond, VA (2013); Columbus, OH (2012); Austin, TX (2010); St. Louis, MO (2009); and Providence, RI (2005)

Participant*, Connect the Dots*: Leadership Seminar (Dr. V. Grisham), Big Sandy Arena, Huntington, WV (2008)

Community**:**

Member/Attendee, American's for the Arts (AFTA), Conferences attended: San Francisco, CA (2017) Nashville, TN (2014)

Participant, *Realizing Huntington's Potential: How We Get There*: a lecture and community workshop by Dr. Vaughn Grisham, MSC Alumni Lounge, Marshall University (2008)

Creative**:**

Attendee, Florida Association of Public Art Professionals (FAPAP), Fort Lauderdale, FL (2019)

Attendee/Co-Host, Florida Association of Public Art Professionals (FAPAP), University of Central Florida, (2017)

Attendee, Art Basel – Miami: International Art Fair to include: Art Basel -Vernissage, Design Miami, Ink Miami Art Fair (featuring UCF's Flying Horse Editions), SCOPE, Untitled, and several prominent art collections (2016)

Member/Attendee,, South East College Art Conference (SECAC), Attended regional conferences in Richmond, VA (2010); Charleston, WV (2008); Nashville, TN (2006); and Little Rock, Arkansas (2005)

Member/Attendee, Americans for the Arts (and the Public Art Network (PAN), periodic since (2009)

Established Clercx*Works*, LLC and embarked on a two-block public art streetscape (re)design project on 4th Ave./Old Main Corridor in downtown Huntington, WV between 8th St. & 10th St. (2008-09)

Member, College Art Association (CAA) attended national conferences in Atlanta, GA (2005), Los Angeles, CA (1999), New York, NY (1997), Seattle, WA 1993, and Washington, DC (1991)

Participant, Public Art 101 Workshop, Seattle Arts Commission, Seattle, WA, (1998)

Consulting**:**

Member, MCTC Interior Design Advisory Committee, Marshall University, Huntington, WV, 2007-present

Member, HMA Advisory Council for *Slightly Unbalanced* exhibition, Huntington Museum of Art, Huntington, WV, 2009

Lead Artist/Aesthetic Consultant, 4th Ave./Old Main Corridor Streetscape Redesign, City of Huntington, Huntington, WV 2008-present

Design Consultant, SAE National Car Competition, Mechanical Engineering Program, University of Idaho, Moscow, ID, 2002-03

Design Consultant, Regional Concrete Canoe and Concrete Bowling Ball Competition, Civil Engineering Program, University of Idaho, Moscow, ID, 2001 and 2003

Guest Reviewer, BFA Candidates, Eastern Washington University, Cheney, WA, 2000 and 1997

Pedagogy**:**

Attendee, Foundations in Art: Theory and Education (FATE), University of Central Florida, (2018)

Learned new software: Banner, PowerPoint, ArtStor and WebCT-Vista, Marshall University, 2005-06

Attended, NACADA Advising Symposium, University of Idaho, Moscow, Idaho, 2004

PROFESIONAL DEVELOPMENT

Travel:

>Faculty Guide, COFA Study Abroad in Florence, Italy, Marshall University, May 2011
>Faculty Guide, Annual Art & Design Student Fieldtrip to NYC, Marshall University, Spring 2007
>Participant, Sabbatical Research in Eastern and Central Europe, Univ. of Idaho, Moscow, Idaho, 2003-04
>Co-Led, Field Trip to Los Angeles (Univ. of Idaho Prof. Glenn Grishkoff), 1999
>Co-Led, Field Trip to NYC (w/ Whitman Professors Keiko Hara & Ed Humphreys), 1992
>Student Participant, Art Field Trip to Japan: to research painting and papermaking and local art and culture, University of Wisconsin−River Falls, River Falls, Wisconsin, 1982

SERVICE

National:

>External Evaluator of candidate in Communications seeking promotion to Professor, 2009
>External Evaluator of candidate in Sculpture seeking tenure and promotion to Assoc. Professor, 2002

Regional:

>Panelist, Large Budget Organizations, United Arts of Central Florida, February 2017-December 2018
>Board Member, Seminole County Arts Council, (2017-18)
>Panelist, Visual Arts Grants, Florida Department of State, Division of Cultural Affairs (2017)
>Member, Create West Virginia Conference - Attendee Experience Planning Committee, (2009)
>Board Member, Arts for Idaho: State Legislative Lobbyists, Boise, ID, (1996-98)
>Friends of the Museum of Art Advisory Board, WSU, Pullman, WA, (1994-96)

University:

>UCF Downtown: Academic Planning Committee, University of Central Florida, Orlando, FL, 2014 to 2017
>Conceived/Coordinated, Old Main Corridor /4th Avenue Banner Project, 2010-13
>Member, Engineering & Applied Science Bldg. Planning Committee, Marshall University, 2010-11
>Oversaw/submitted the CASE space planning/programing document that details the relocation of Art & Design operations to the new Stone & Thomas Building, Marshall University, 2010-11
>Represented Marshall University on six site-visits to conduct space use assessments and meet with university, city, and community arts representatives, 2012 and 2010
>Faculty Advisor to Marshall University Create Huntington (MUCH), a student organization focused on campus and community service, Marshall University, January 2010-11
>Member, Campus Internationalization Committee (CIC), Marshall University, 2008-13
>Member, MCTC Interior Design Programs Advisory Board, Marshall University, 2008-13
>School/Department Representative, MU's Annual Diversity Breakfast, Huntington, WV, ongoing, 2007-13
>Departmental Coordinator, Annual Assessment Day, Marshall University, ongoing since 2006
>Member, Council of Chairs Committee, Marshall University, ongoing since 2005
>Member, First Year Experience Committee (FYE), Marshall University, 2007-08
>Wrote/submitted Public Art Policy (draft) for Marshall University, Huntington, WV, 2007
>Member, Space Task Force Planning Committee for Engineering Lab, Marshall University, 2005-06
>Safety and Loss Prevention Committee, University of Idaho, 1999-2003
>College of Art & Architecture Dean Search Task Force, University of Idaho, 2001
>Member, Fine Arts Committee, University of Idaho, 2000-01
>Co-authored (Gail Siegel), UI Campus Arts Acquisition & Stewardship Policy, Univ. of Idaho, 1999
>Art & Design Representative, AAE, $150K relocation/space renovation, Univ. of Idaho, 1998-99
>Member, Fine Arts Committee, University of Idaho, 1996-99
>Art Representative, Idaho Commons Relocation Task Force, Univ. of Idaho, Moscow, ID, 1996-98
>Member, Recruitment & Retention Task Force, University of Idaho, 1999

College:

>Member, CAH Ethics Committee, University of central Florida, 2018-present
>Member, CAH Directors/Chairs Meetings, College of Arts & Humanities, UCF, Aug. 2013 to 2017
>Chairing Search Committee, Director, School of Music and Theater, Marshall Univ. July 2012-13
>Gathered/presented data: MU Visual Arts Center downtown concept, Huntington, WV 2009-10
>Member, COFA Executive Team, Marshall University, since 2005
>Administrative support, COFA Birke Fine Arts Symposium, Marshall Univ., 2009-10 and 2005-06
>Member, Tenure & Promotion Committee, Dept. of Theater, Film and Dance, University of Idaho, 2005

Member, Space Task Force, Departmental Co-representative, University of Idaho, 2000-01
Member, NBBJ Space Planning Committee, University of Idaho, 2000-01
Member, Idaho Commons Relocation: Space Task Force, University of Idaho, 1996-98
Technical Shop Supervisor Search Committee, Member, University of Idaho, 1995-96

School/Department*:
Member, SVAD Promotion and Tenure Committee, 2018-present
Member, SVAD Curriculum Committee, 2018-present
Member, Studio Art Portfolio Committee, 2018-present
Chair, SVAD Staff Search Committee, Spring 2019
Participant, one of two Marshall University representative on site visits to
    UW-Milwaukee and Milwaukee Institute of Art and Design (MICA) to conduct space use assessment tours of
    both schools downtown art and design facilities, Summer 2012
Co-Faculty Advisor to *Kappa Pi:* an international honorary art fraternity, reinstated nationally and recognized on
    campus (prev. member: 1951, *Marshall College*), Marshall University, 2012-13
Faculty Advisor to *Department of Art & Design Student Ambassadors* a volunteer student organization focused on
    serving the department, college, and university, Marshall University, 2006-13
Monitored the production of a unit-level promotional DVD, Marshall University, 2008 and 2006
Art & Design Representative, $2M facility renovation, Art Warehouse/Smith Hall (tabled), Marshall Univ., 2007-08
Art & Design Representative, Birke Art Gallery renovation, Smith Hall, Marshall University, 2006-07
Oversaw/contributed to unit-level promotional materials, Marshall University, 2006-13
Participated in weekend showcase orientation events for prospective students, Marshall University, 2005-13
Member, Art & Design Graduate Committee, Marshall University, 2005-13
Member, Art & Design Scholarship Committee, Marshall University, 2005-13
3rd Year Review Committee, University of Idaho, 2003
New Student Recruitment Committee, University of Idaho, 2002-03
Promotion & Tenure Committee, University of Idaho, 2002
Art History Search Committee, University of Idaho, 1998-99 and 2000-01
Ceramics Search Committee, University of Idaho, 1998-99
Foundations Search Committee, University of Idaho, 2000-02 (Co-Chair)
3rd Year Review Committee, University of Idaho, 1999
Futures Committee, University of Idaho, 1998-99
NASAD Review Committee, University of Idaho, 1997-98
Graphic Design Search Committee, University of Idaho, 1995-96
Speakers Committee, Univ. of Idaho, (Chair) 2000-01, (Co-Chair) 1998-2000, (Member) 1994-96

Campus and Community Service:
Assisted the Election and Transition Teams for newly elected City of Huntington Mayor Steve Williams to include
        presenting at meetings, rallying forward-thinking supporters to attend/present ideas at meetings for how
        the city can improve the business and living conditions in Huntington, 2011-13
Wrote successful 4K Foundation for the Tri-State Community grant to enhance the streetscape beautification
        redress budget (to cast 10 replacement concrete pavers and install 50 bronze plaques), 2012
Co-Fundraised 12K private donations to fund a streetscape beautification redress project (to replace 50 failed
        sidewalk lights with 50 state/city/university specific commemorative bronze plaques), 2012
Wrote/administer a successful grant on behalf of the Forest Hills Neighborhood Association for the development of
        a local park, volunteered for several onsite neighborhood cleanups, and serve on site planning and
        preparation sub-committee, 2012-13
Founding member of the Forest Hills Neighborhood Association (FHNA), oversaw the design, approval and
        fabrication stages of yard signs, secured matching funds for signage, and participated in the distribution of
        signs to over 400 homes, 2011-13
Nominated to the City of Huntington's Beautification Committee, Huntington, WV, ongoing 2011-13
Actively work with key campus and community figures to solicit/secure Hollywood film projects and post production
        editing companies to Huntington to work with Marshall University faculty and students from the School of
        Art & Design, School of Music and Theatre, School of Journalism and Mass Communications, Department of
        Integrated Science and Technology, and Department of Engineering, 2011-13

SERVICE

Campus and Community Service (cont.):

Founded, Anti-Graffiti Non-Profit, Foundation for the Tri-State Community, administer funding, sponsored an online graffiti reporting portal <www.huntingtongrafficleanup.com/>, actively met with property owners, documented/reported violations, oversaw/conducted graffiti removal, and monitored progress/paperwork for a convicted graffiti vandal performing 100 hours of community service worker Huntington, WV 2010-12

Volunteer, Create Huntington, (graffiti removal, weed pulling, tree planting, etc.), 2008-13

Attend weekly Create Huntington (Chat-n-Chew) planning sessions, 2008-13

Jury Member, Huntington Steel Public Art Scholarship Project (Evaluated support materials presentations for sculpture student competing for large-scale steel public sculpture award for an outdoor space in Huntington, WV, 2010

Empty Bowls, provide administrative support and help coordinate art and design student volunteers for annual luncheon/bowl sale that generates approximately 15K each year for the local food bank, Huntington, WV, 2007-13

Consultant, Harris Riverfront Park Flood Wall Public Art Committee, Huntington, WV,2007-09

Member, Old Main Corridor Ad Hoc Planning Committee, Huntington, WV, Marshall Univ., 2007-08

Member, RTI Bike Trail Signage Selection Committee, Huntington, WV, Marshall University, 2007-08

Art & Design, Keith Albee Renovation Task Force, Huntington, WV, Marshall University, 2007-08

Invited special community representative to 'Public Forum on Local Economic Development,' Big Sandy Arena, Huntington, WV, 2007

Invited special community representative to a symposium on homelessness by the 'Huntington Coalition for the Homeless', City Hall, Huntington, WV, 2007

Coordinated the SECAC West Virginia Faculty Art & Design Exhibition, City Hall, Charleston, WV 2007

Member, Create Huntington Steering Committee, Huntington, WV. Participated in several WV American Institute of Architects "Livable Communities Committee" planning sessions for the Old Main Corridor/4th Avenue streetscape beautification project that connects Marshall University with downtown Huntington, 2006-07

Volunteer, Meet periodically with City of Huntington and Cabell County elected officials to discuss the status of homelessness, panhandling, litter and related downtown concerns and propose solutions, 2006-09

Volunteer, National Alliance for the Mentally Ill (NAMI), Latah County Chapter, Moscow, ID, 2001-05

Project Coordinator, Berman Creek Park Public Art Advisory Committee (guided sculpture students public art competition for five large-scale interpretive concrete sculptures for outdoor park (wrote RFP, oversaw development of models, budget, rationale, presentations, selection of finalists, mold fabrication, concrete pour, site planning/preparation), Moscow, ID, 2002-03

Awards Judge, Dogwood Festival Art Show, Lewis & Clark Center for Arts and Humanities, Lewiston, ID, 2003

Dancers, Drummers and Dreamers, (coordinated fabrication of collaborative musical instruments for annual interdisciplinary student performances), University of Idaho, Moscow, ID, 2002-03

Installation and Performance Art Evening Events, (facilitated monthly potluck, discussions and performance art series open to the public), University of Idaho, Moscow, ID, 2002-03 and 2004-05

Vagina Monologues (furnished shop space, tools and support for set design), University of Idaho, Moscow, ID, 2002 and 2003

Faculty Advisor, Sculpture Guild (a student sculpture guild, Univ. of Idaho, Moscow, ID, 1999-2003

Member, Moscow Downtown Revitalization Task Force, Moscow, ID, 2001

Coordinator, Sculpture at Night Series (coordinated monthly open house public potlucks, critiques, lectures, Films, and discussions), University of Idaho, Moscow, ID, 1998-2002

Member, Moscow Downtown Revitalization Task Force, Moscow, ID, 2001

Curator, Metaphoric Book Objects, Compton Union Gallery, WSU, Pullman, WA, 2000

Awards Judge, Children's Public Art Contest, Hamilton Lowe Aquatics Center, Moscow, ID, 1999

Co-Chaired, Public Art Task Force (policy development), University of Idaho, Moscow, ID, 1998-99

Consultant, Public Art Policy development, Moscow Arts Commission, Moscow, ID, 1998-99

Volunteer, Opportunities Unlimited (Developmentally Disabled Adults), Moscow, Idaho, 1997-99

Participant, *Public Art 101 Workshop*, Seattle Arts Commission, Seattle, WA, 1998

Judge, Lewis & Clark Center for Arts & Humanities Exhibit, Lewiston, Idaho, 1998

Wrote/submitted, Public Art Policy (draft) for the University of Idaho, Moscow, ID, 1997-98

Volunteer, Stepping Stones (Developmentally Disabled Adults), Moscow, ID, 1996-97

Volunteer Laborer, Habitat for Humanity, Pullman, Washington, 1995

Juror, Art on the Green Festival, Coeur d'Alene, ID, 1995

SERVICE

Campus and Community Service (cont.):

      Regional Coordinator, Save Outdoor Sculpture, Idaho Commission on the Arts, Boise, ID, 1994

      Volunteer, AIDS Awareness Prog., Blue Mtn. Heart to Heart, Walla Walla, WA, 1993

      Juror, Regional Juried Art Exhibit, Allied Arts Association, Richland, WA, 1993

      Juror, Student Art Exhibition, Columbia Basin Community College, Pasco, WA, 1992

      Volunteer Arts Coordinator, Paine Alternative School, Walla Walla, WA, 1992

      Volunteer, Project READ, Walla Walla, WA, 1991

Scot A. French, Ph.D.

Associate Professor of Digital & Public History
Director of Public History, Department of History
Associate Director, Center for Humanities & Digital Research
University of Central Florida, Orlando, FL 32816
321-397-8308 | scot.french@ucf.edu

EDUCATION

Ph.D., History, University of Virginia, May 2000
"Remembering Nat Turner: The Rebellious Slave in American Thought, 1831-Present."
Dissertation Chair: Edward L. Ayers

M.A., History, University of Virginia, May 1990

ACADEMIC APPOINTMENTS

College of Arts & Humanities, University of Central Florida
Associate Professor, Digital & Public History (2011-Present)
Associate Director, Center for Humanities and Digital Research (2017-Present)
Director of Public History (2015-Present)
Core Faculty, Texts & Technology Ph.D. Program (2012-Present)

School of Architecture, University of Virginia
Research Associate Professor (2010-2011)

College and Graduate School of Arts and Sciences, University of Virginia
Associate Professor, History (2006-2010)
Assistant/Associate Professor, African American & African Studies (2001-2006)

Virginia Center for Digital History, University of Virginia
Director (2006-2010)

Carter G. Woodson Institute for African American and African Studies, University of Virginia
Interim Director (2005-2006)
Assistant/Associate Director (1997-2005)

Center for the Study of Local Knowledge, University of Virginia
Co-Founder/Co-Director (2002-2006)

TEACHING / GRADUATE COURSE DESIGN

HIS 5067: Intro to Public History
HIS 5925: History in the Digital Age
HIS 6165: Digital Tools for Historians
ENG 6801: Texts & Technology in History

SCHOLARSHIP / PUBLICATIONS

Book

Scot French, *The Rebellious Slave: Nat Turner in American Memory.* Houghton Mifflin, 2004. Honorable Mention, Gustavus Myers Outstanding Book Award for "scholarship and literature that extend our understanding of the root causes of bigotry and the range of options we as humans have in constructing alternative ways to share power."

Historic Resource Study/Monograph

Scot A. French, Craig Barton, and Peter Flora, *Booker T. Washington Elementary School and Segregated Education in Virginia.* Washington, D.C.: Department of the Interior, 2007. https://www.nps.gov/parkhistory/online_books/bowa/hrs.pdf

Documentary Film

Historian/Producer, *That World is Gone: Race and Displacement in a Southern Town*, Field Studio, 2010. Winner, Audience Favorite, Best Short Documentary, 2010 Virginia Film Festival, Charlottesville, Virginia www.fieldstudiofilms.com/that-world-is-gone

Articles, Essays, Book Chapters

Scot A. French, "*VisualEyes* This: Using Visualization Tools to Engage Students in Historical Research and Digital Humanities R&D," in *Quick Hits: Teaching with Digital Humanities,* eds. Michael Morrone, Christopher Young, Emma Wilson, and Tom Wilson, Indiana University Press (forthcoming, May 2020).

Scot A. French, "Notes on the Future of Virginia: Visualizing a 40-Year Conversation on Race and Slavery in the Correspondence of Jefferson and Short," *Current Research in Digital History*, Vol. 1, No. 1 (2018).

Scot A. French, "Social Preservation and Moral Capitalism in the Historic Black Township of Eatonville, Florida: A Case Study of 'Reverse Gentrification,'" *Change Over Time*, Vol. 8, No. 1 (Spring 2018): 54-72.

Scot A. French, "Cabin Pond," in *Marked, Unmarked, Remembered: A Geography of American Memory,* eds. Andrew Lichtenstein and Alex Lichtenstein. West Virginia University Press, 2017.

David J. Staley, Scot A. French, and Bill Ferster, "Visual Historiography: Visualizing 'The Literature of a Field,'" *Journal of Digital Humanities*, Vol. 3, No. 1 (Spring 2014).

Scot. A. French, "African American Civic Activism and the Making of Jefferson High School, 1865-1922," in *Pride Overcomes Prejudice: A History of Charlottesville's African American School*. Charlottesville, Va.: JSAAHC, 2013.

Scot A. French, "Mau-Mauing the Filmmakers: Should Black Power Take the Rap for Killing 'Nat Turner,' the Movie?" in Brian Ward, ed., *Media, Culture, and the Modern African American Freedom Struggle*. University Press of Florida, 2001.

Scot A. French, "What is Social Memory?" *Southern Cultures* 2 (Fall 1995): 9-18

Scot A. French and Edward L. Ayers, "The Strange Career of Thomas Jefferson: Race and Slavery in American Memory, 1943-1993," in Peter S. Onuf, ed., *Jeffersonian Legacies*. Charlottesville: University Press of Virginia, 1993

CONFERENCE PAPERS & PRESENTATIONS (RECENT)

"Teaching the 'Long' Civil Rights Movement with Digital Sources" and "Digital History, Race, and the American Dream," Australian and New Zealand American Studies Association, Auckland, NZ, July 2019.

"Reframing History: Public Digital History and the Making of New Civic Narratives," HASTAC (Humanities, Arts, Science, and Technology Alliance and Collaboratory), Vancouver, BC, May 2019.

"Visualizing U.S. Casualties in the Second Seminole War, a.k.a. the Florida War, 1835-42," American Historical Association, Chicago, IL, January 2019.

"St. Augustine National Cemetery: An Imagined Community, Reimagined," National Council on Public History, Hartford, CT, March 2019.

"Extended Memorialization at St. Augustine National Cemetery," American Historical Association, Washington, DC, January 2018.

"VLP 2.0: When Texts & Technology Ph.D. Students Partner with Public History," National Council on Public History, Las Vegas, April 2017.

"The Veterans Legacy Program: How DH Tools and Values are Reshaping the Landscape of Public Commemoration and Expanding Communities of Practice." HASTAC 2018, Orlando, FL, November 2017.

"The Intersecting Worlds of Digital History, Public History, and Planning History: Three Case Studies," Society for American Regional and Planning History, Cleveland, October 2017.

"Building Space for DH Communities," Alliance of Digital Humanities Organizations (ADHO), Digital Humanities Conference, Montreal, CA, August 2017.

PROFESSIONAL SERVICE (CURRENT)

American Archive of Public Broadcasting Scholar Advisory Committee
Florida Digital Humanities Consortium Executive Council
Florida Historic Markers Council
UVA President's Commission on the University in the Age of Segregation

Curriculum Vitae

Robert L. Hoekstra
Department of Industrial Engineering and Management Systems
College of Engineering
University of Central Florida
Orlando, FL 32816
(407) 823-6175
Robert.Hoekstra@UCF.edu

I Background
Education

Ph.D.	College of Engineering, University of Cincinnati, 1992 Dissertation: *Design for Assembly*
M.Des.	Master of Design, School of Design, Art, Architecture, and Planning, University of Cincinnati, 1988
A.B.	General, Major: English, Calvin College, 1969

Employment History

Academic Positions

University of Central Florida

2014 – Present	Associate Professor, School of Visual Arts and Design Teaching, research and service
1998 - Present	Associate Professor, Industrial Engineering & Management Systems Teaching, research and service as detailed below
1995- 2010	Laboratory Director, Engine Research Laboratory Designed the facility, directed equipment installation, manage operating budget and direct laboratory personnel
1993 - 1997	Assistant Professor, Industrial Engineering & Management Systems Teaching, research and service as detailed below
1993 - 1994	Program Director, Transportation Systems, Florida Solar Energy Center Prepared research grant proposals, directed research initiatives, prepared reports and managed the fiscal operation of the program

University of Cincinnati

1988 - 1993   Assistant Director, Center for Robotics Research
Prepared research grant proposals, directed   research and prepared reports

1989 - 1993   Research Associate, Material Handling Research Center, Institute for Advanced Manufacturing Science
Prepared research grant proposals, directed research and prepared reports

1988 - 1990   Visiting Instructor, Department of Mechanical, Industrial, & Nuclear Eng.
Teaching in Statistics and Manufacturing

1990 -1992   Adjunct Associate Professor, School of Design, Art, Architecture & Planning

Teaching in manufacturing, design, and technology

Interactive Learning Centers, Atlanta

1986 - 1988   Vice President Technical Studies
Developed curriculum, managed faculty, managed budget, and developed laboratories

Southern Ohio College, Cincinnati

1983 - 1986   Department Chairman, Robotics
Developed curriculum, managed $2.3 million budget, directed 16 faculty, promoted the program and recruited students, and directed regional and national accreditation

Industrial Positions

Hoekstra Design Group, LLC, Orlando, FL
2010 – Present
Commercial, Hospitality and Residential Interior Design Services
Expert Witness Product Liability and Intellectual Property

Automation Controls Inc., Cincinnati

1982 - 1992   President
Consulted on automation of material handling applications

Industrial Training Inc., Grand Rapids MI

1982 - 1983   Vice President, Product Development
Market studies, new product concept evaluation, budgeting, and personnel

Industrial Media Inc., Grand Rapids MI

> 1971 - 1982   President
> Contract negotiations and management, Consulting revenues in excess of 2 million dollars per year, Responsibilities included personnel, finance, product development, United States Security and Exchange Commission registration for a public stock offering.

Awards, Honors and Exhibitions

National Association of Inventors (NAI) Inducted December, 2017

UCF TIP Teaching Award March, 2014

Industrial Engineering Departmental Teaching award 2006

Sigma XI

Certificate of Appreciation, SME, William E. Weisel Scholarship Review Committee, 1997

Certificate of Appreciation Conference Vice Chair World Conference on Robotics Research ,1994

Robotics International/SME Chairman's Award, 1991

Outstanding Achievement in Public Service Films,
Film: "Pigopolis"; Client: Consumers Power
Producer, Emmy, 1979

Industrial Training Film Awards for outstanding achievement in three dimensional animation
Film: "Geometric Tolerancing"; Client: Caterpillar Tractor Co.
> Moscow Film Festival, 1980
> Paris International, 1980
> Cine Golden Eagle, US Congressional Selected for International representation, 1979
> New York International Film Festival, 1979
> Chicago International Film Festival, 1979

Industrial Training Film for Outstanding achievement in Safety Films
Film: "The Great Betrayal" (Forklift Operator training); Client: Clark Equipment Co.
> Cine Golden Eagle, US Congressional Selected for International representation, 1976
> New York International Film Festival, 1976
> San Francisco International Film Festival, 1976

Exhibitions

SVAD Faculty Show Oct 14 – Oct 30 2015

First Thursday UCF Faculty and Alumni Exhibition, Orlando Museum of Art,

Best of Show 10/15

SVAD Faculty Show Oct 9 – Nov 7 2014

First Thursday UCF Faculty and Alumni Exhibition, Orlando Museum of Art,
Best of Show 10/14

First Thursday UCF Faculty and Alumni Exhibition, Orlando Museum of Art,
10/13

 First Thursday Sculpture Orlando Museum of Art,
1/12

II Research

Grants Awarded

Co-PI Build America Grant 2006 $140,000

Co-PI NSF Center for e-Design 2005 $300,000

Co-PI: "Application of Concurrent Engineering and Lean Production Methods to Manufactured Housing" 2005

Co-PI: Manufactured Housing Research Alliance 2004 $20,000

Co-PI: "Developing a Model for Infill", NSF and MIT Jan2003 – Dec. 2004, $150,000

PI: "Dodge Motorsports Preliminary Research, Damieler Chyrsler, Jan – Dec, 2003, $50,000

PI: " High Torque Density Electric Traction Motor", SBIR - Phase II Subcontract, J. Vidja Primary contractor, TACOM, 1997 - 1998 $35,000

PI: "An Integrated Hydrogen Energy System for "Niche" Markets in Florida, 5/1/97 - 2/1/98, United States Department of Energy, $10,000

PI: "Demonstration of Alternative Fuels, U.S. Department of Energy, 1997, $32,000

PI: "A Demonstration of Hydrogen-Methane Mixed Gas Vehicles", Florida Energy Office, 9/1/94 - 6/1/96, $210,000

PI: " High Performance IC Engine Analysis Using Non-linear Dynamics, EIES/UCF, 9/1/93 - 9/1/94, $10,000.

Co-PI: "Crown Victoria High Hydrogen Ratio Evaluation", NASA Kennedy Space Center, 8/1/94 - 8/1/95, $40,000

PI: "Comparative Evaluation of Driveability of Vehicle Fuels on Gasoline and HY-TEST", EG&G, 8/1/94 - 12/31/95 $55,000

PI: "Evaluation of Hydrogen-Methane Blends", UCF, Department of Sponsored Research, 9/1/94 - 6/1/95 $6,300

Support for Engine Research Laboratory

PI: "Smoke Yunick Foundation, 2003, $3,000

PI: "Sprintron", Diamond Racing, 2002, $65,000 (In kind)

PI: "Motoring Dynamometer (Smoketron)", Smokey Yunick, 2001, $500,000(In Kind)

PI: "Advanced Engine Modeling", Harley Davidson, 2000, $25,000

PI: "Engine Modeling Using RSM", Harley Davidson, 1999, $12,500

PI: "Evaluation of Supersonic Pulses in High Performance Engines", Penske Racing South, !998, 25,000.00

PI: "Evaluation of In-cylinder Pressures in High Performance Engines", Penske Racing South, 1997, $10,000.00

PI: "Investigation of Cam and Cylinder Head Designs", Harley Davidson, 1997, $17,000

PI: "In-cylinder Pressure Measurements for Ignition Timing Optimization", Penske Racing, 1997, $10,000

Co-PI: "A Study of Emissions from Hydrogen Methane Blends", Ford Motor CO. 1994, $1,000,000. (In kind)

PI: "High Performance Engine Research" Oliver Racing Co., 1994, $10,000

PI: "Comparative Study of High Performance Engines", Holley Inc., 1994, $5,000

Journal Refereed Publications

 Sola, E, Hoekstra, R, Fiore, S McCauley,P . An Investigation of the State of Creativity and Critical Thinking in Engineering Undergraduates Creative Education, 2017

Kotnour, T., **Hoekstra, R.,** Reilly, C., Knight, R., Selter, J. Infusing Leadership Education in the Undergraduate Engineering Experience: A Framework From UCF's eli[2,] Journal of Leadership Studies, Vol 7, Number 4, 2014

Mullens, M., Armacost, R., **Hoekstra, R.,** Arif, M., Gawlik, T. Axiomatic Based Decomposition For Conceptual Design, Production and Operations Management Fall 2005

Hoekstra, R., Van Blarigan, P., Mulligan, N. *(*May 1996) *Nox Emissions and Efficiency of Hydrogen, Natural Gas, and Hydrogen/Natural Gas Blended Fuels*, Society of Automotive Engineers (SAE #961103) (Accepted for SAE Transactions)

Hoekstra, R., Collier, K., Mulligan, N., Chew, L. (May 1995) *Experimental Study of a Clean Burning Fuel* International Journal of Hydrogen Energy

Hoekstra, R., Shell, R., Hall, E. *A Comparative Study of Axiomatic and Analytical Methods of Design for Assembly*. SME Transactions on Robotics Research, 1993

Archived Refereed Publications

Dvorak, T., Malone, L., **Hoekstra, R.** (2003) Statistical Process Control and design of Experiment Process Improvement Methods for the Powertrain Laboratory (SAE 2003-01-3208)

Dvorak, T., Rohrer, R., Lamb, P., **Hoekstra, R**., Meyer, R. (2003) Non-Constant Variance-Emission Modeling Methods for Offline Optimization and Calibaration of Engine Management Systems (SAE 2002-32-0010) (Society of Automotive Engines of Japan 20034310)

Dvorak, T., **Hoekstra, R**., Pet-Armacost ,J. (December 2003) Improving Exhaust Header Performance with Multiple Response Surface Methods , Society of Automotive Engineers (SAE#2003-01-1389)

Newman, C**., Hoekstra, R.** (December 2000) *Optimization of the Air-Fuel Distribution In a NACAR Winston Cup Restrictor Plate Engine*, Society Of Automotive Engineers SAE

Towers, J., **Hoekstra, R**. (December 1998) *Engine Knock, A Renewed Concern in Motorsports - A Literature Review*, Society of Automotive Engineers (SAE #983026)

Dvorak, T., **Hoekstra, R**. (December 1996) *Optimizing Internal Combustion Engine Performance using Response Surface Methodologies*, Society of Automotive Engineers (SAE #962525)

Collier, K., **Hoekstra, R**., Mulligan, N., Jones, C., Hahn, D. (February 1996) *Untreated Exhaust Emissions of a Hydrogen-Enriched CNG Production Engine Conversions*, Society of Automotive Engineers (SAE #960858)

Chew, L., **Hoekstra, R**., Nayfeh, J., Navedo, J. (December, 1994) Chaos Analysis of *In-Cylinder Pressure Measurements*, Society of Automotive Engineers (SAE #942486)

Books and Book Chapters

Hoekstra, R. (1986) <u>Robotics and Automated Systems</u> Cincinnati, OH: South-Western

Nnaji, B., **Hoekstra, R.** (Eds.).(1992) <u>Transactions of Robotics International/SME</u> Dearborn, MI: Society of Manufacturing Engineers

Hoekstra, R. (1986) Robotics technician training in two-year colleges. In T.M. Husband (Ed.), <u>Education and Training in Robotics</u> (pp. 139 - 144) .IFS Publications Ltd, UK

Proceedings and Technical Reports

Refereed Proceedings

Meza, K.I., Crumpton-Young, L.L., Geiger, C.D., **Hoekstra, R.L**., Schubert, D.T., Babb, D.T., *The Development of a Conceptual Design Environment to Support User Centered Design Considerations*, Proceedings of the International Conference on Design Principles and Practices, Imperial College London University, London, England, Jan. 4-7, 2007

Dvorak, T., Rohrer, R., Malone, M., **Hoekstra, R**. Deploying Quality Methods in the Powertrain Laboratory, ASQ First Annual Quality Paper Symposium, Livonia Michigan, February, 2003

Hoekstra, R. Cooper, D. Collier, K. Mulligan, N. Keely, D*., Vehicle Emissions of a Hydrogen-Enriched Compressed Natural Gas* Air & Waste Management Association, 88th Annual Meeting & Exhibition, June 18-23, 1995

Hoekstra, R., Shell, R., Hall, E. *A Comparative Study of Axiomatic and Analytical Methods of Design for Assembly*. 5th World Conference on Robotics Research, Cambridge. September 1994

Hoekstra, R., Collier, K., Mulligan, N. *Demonstration of Hydrogen Mixed Gas Vehicles*. 10th World Hydrogen Conference, Cocoa Beach, June 1994

Non-Refereed Proceeding

Mullens, M., **Hoekstra, R**., Armacost, R., *Using a Service Learning Strategy to Enhance a Course in Concurrent Engineering*, Proceedings of the 2000 ASEE Annual Conference and Exposition, St. Louis, MO, June 2000. Accepted for publication

Arif, M., Mullens, M., Armacost, R., **Hoekstra, R**., *Sequencing Partitioned Functional Requirements in New Product Design*, Industrial Engineering Research '99 Conference Proceedings, Phoenix, May, 1999.

Collier, R., Mulligan, N., **Hoekstra, R**. *Florida Solar Energy Center's Hy-Test Vehicle Program*. 6th Annual U.S. Hydrogen Meeting, Alexandria. March 1995

Hoekstra, R. Mulligan, N. *Demonstration of Hydrogen Methane Gas Vehicle* Engineering Society of Detroit, Environmental Vehicles Conference & Exposition, January 23 - 25, 1995

Hoekstra, R. Collier, K. Mulligan, N. Chew, L., *Experimental Study of a Clean Burning Vehicle Fuel* 1994 Annual International Conference on Industry, Engineering, and Management Systems, Proceedings of the First International IEMS Confernece, March 14 - 16, 1994

Hoekstra, R., Shell, R., Hall, E., Slutzky, G. *Evaluation and Enhancement of Fragile and Perishable Product Handling, Transport and Storage*. Material Handling Research Center, January 1994

Collier, K., **Hoekstra, R**., Mulligan, N. *Demonstration of Hydrogen Mixed Gas Vehicles*, Brevard Technical Journal, 1994

Hoekstra, R., Collier, K., Mulligan, *Demonstration of Hydrogen Mixed Gas Vehicles*, 10th World Hydrogen Conference, Cocoa Beach, June 1994

Hoekstra, R., Collier, K., Mulligan, N. *System Development for Alternative Fuel to Reduce Automotive Emissions*. IEMS '94, Cocoa Beach, March 1994

Hoekstra, R., *Design for Assembly; An Automated and Analytical Method*, SME, 1989

Technical Reports

Mullens, M., **Hoekstra, R**., Nahmens, I., and Martinez, F., *Water Intrusion in Central Florida Homes During Hurricane Jeanne in September 2004*, Report to U.S. DOE, University of Central Florida Housing Constructability Lab, August 2006

Hoekstra, R., Cooper, D. *"Evaluation of Effects on Fuel type in City Busses"* LYNX, December 2000

Hoekstra, R., Collier, K., Mulligan, N. *Demonstration of Hydrogen Mixed Gas Vehicle*" Florida Energy Office/Department of Energy Report, January 1, 1994

Hoekstra, R. *Competitive Analysis of the Stock Ford 302, the GT40 and the Edelbrock High Performance Package,* Holley Replacement Parts Division Report, 1994

Hoekstra, R. *Competitive Analysis of Torco Oil, Pennzoil, Mobil One and Various Oil Additives*, Torco Oil Co. 1994

Conference Presentations

Dvorak, T., **Hoekstra, R**. *Optimizing Internal Combustion Engine Performance using Response Surface Methodologies,* 1996 Motorsports Engineering Conference, Society of Automotive Engineers, Dec. 1996

Hoekstra, R., Cooper, D., Collier, K., Mulligan, N. Keely, D*., Vehicle Emissions of a Hydrogen-Enriched Compressed Natural Gas* Air & Waste Management Association, 88th Annual Meeting & Exhibition, June 18-23, 1995

Collier, R., Mulligan, N., **Hoekstra, R**. *Florida Solar Energy Center's Hy-Test Vehicle Program*. 6th Annual U.S. Hydrogen Meeting, Alexandria. March 1995

Hoekstra R., Collier K., *Demonstration of Hydrogen Gas Vehicles*. Environmental Vehicles 95 Conference of the Engineering Society of Detroit, January 1995

Hoekstra, R., Shell, R., Hall, E. *A Comparative Study of Axiomatic and Analytical Methods of Design for Assembly*. 5th World Conference on Robotics Research, Cambridge. September 1994

Hoekstra, R., Collier, K., Mulligan, N. *Demonstration of Hydrogen Mixed Gas Vehicles*. 10th World Hydrogen Conference, Cocoa Beach, June 1994,

Hoekstra, R., Collier, K., Mulligan, N. System *Development for Alternative Fuel to Reduce Automotive Emissions*. IEMS '94, Cocoa Beach, March 1994

Hoekstra, R., *Alternative Fuels Research* Industrial Engineering Conference, Cocoa Beach, March 1994

Invited Lectures and Seminars

Harris Corp Engineering Creativity 2014

NASA Kennedy Space Center   Exploring Creativity for Scientists and Engineers 2012

"Rotodyne, A Constant Volume Burn Combustion Engine", TARDEC Warren MI
Nov, 2006

"Extracting Information from Dyno Data" 2001 Circle Track Exposition, Daytona Beach, Feb. 2001

"Applications of RSM to Engine Development" Advanced Engine Research Conference, Colorado Springs, 1997

"Recent Developments In Alternative Fuels", IEMS Research Colloquium, 1996

"Alternative Automotive Fuel", SAE International, North Florida Section, Orlando, October 1995

" Technical Writing for Dissertations and Theses", Mechanical Engineering Graduate Seminar, 1995

"Design for Assembly", Asia-Pacific Research Centre, Singapore, 1992 & 1993

"Axiomatic Design for Assembly", Eastec Conference, 1990

"Applications of Axiomatic Design", Westec Conference, 1990

"Axiomatic Product Design", International Manufacturing Conference, 1990

"Axiomatic and Analytical Design Techniques", International Machine Tool Conference, 1990

"Robotics Education in Technical Schools", Illinois Association of Industrial Arts Teachers, 1986

III Patents

Wheelchair table with ergonomic aid, **Robert L. Hoekstra**, Michael Mullens. May 25, 2004 Patent No. 6,739,653

Wheelchair table with ergonomic aid, **Robert L. Hoekstra**, Michael Mullens. September 17, 2002 Patent No. 6,450,570

Garden table, **Robert L. Hoekstra**, Michael Mullens. May 28, 2006 Patent No. 6,394,006

Hydrogen Enriched Natural Gas as a Clean Motor Fuel, Robert K. Collier, **Robert L. Hoekstra**, Neal Mulligan, Douglas Hahn, Patent Issued August 26, 1997. US Patent # 5,660,602 and Foreign related patents

Hydrogen enriched natural gas as a motor fuel with variable air fuel ratio and fuel mixture ratio control, Robert K. Collier, **Robert L. Hoekstra**, Neal Mulligan, Douglas Hahn, Patent Issued August 4, 1998. US Patent # 5,787,864 and Foreign related patents

Hydrogen enriched natural gas as a motor fuel with variable air fuel ratio and fuel mixture ratio control, Robert K. Collier, **Robert L. Hoekstra**, Neal Mulligan, Douglas Hahn, Patent Issued September 16, 1997. US Patent # 5,666,923 and Foreign related patents

IV Teaching

Dissertations, Theses and Research Reports Supervised

Sola, E An Experimental Investigation of the Effects of Short- versus Long-Term Creativity Training on the Innovation Potential of Undergraduate Students, Ph.D. Dissertation, December 2016

Dollhopf M. *NASCAR Restrictor Plate Exhaust Manifold Design Strategies* Thesis 2004

Gross, J. WAVE *Modeling of a NASCAR Restrictor Plate Engine* Thesis 2004

Gau, S. *Optimization of a High Speed Valve Train Using Response Surface Methodology,* Research Report March 2004

Verte, L*. Designing a High-Speed, Lightweight Racing Connecting Rod for a NASCAR Winston Cup Engine Using FEA*, Research Report, Dec 2003

Thimatariga, R*. Effects of Fuel temperature on Racing Engine Performance*, Nov. 2002

Todd Dvorak, *Robust Parameter Design and Multiple Objective Search Techniques for Robust Surface Methods*, Ph.D. Dissertation, Dec. 2000

Brian Brace, *An Optimized Design and Manufacturing Analysis of a High Performance Automotive Rocker Arm*, Master's Thesis defense July, 1997, Graduation Dec. 1997

Jorge Calderon, *An Evaluation of a Communication Model, Access Control, Topology and Protocol for the Development of an Asynchronous Host Communication Interface*, Master's Thesis, April, 1995

Committee Member

Mohammed Arif, *The Impact of the Objective Function on Product Design Problem Decomposition When Using Network Partitioning*, Master's Thesis, December, 1998

Purnima Panathula, *A Risk Analysis of a Customer-Supplier Partnership in a "Ship - On - Demand" JIT System*, Master's Thesis, April, 1997

Ravindran Sundaram*, Investment Casting Using Stereolithography: Case of Complex Objects*, Master's Thesis, July, 1996

Thomas Gawlik, *A Methodology for Facilitating Axiomatic Design Using Network Partitioning*, Ph.D. Dissertation, April, 1996

Kumaraguruparan Singarajan, *Markovian Approach to Cost Benefit Analysis in the Allocation of Resources for Process Improvement in a TQM Environment,* Master's Thesis*,* August 1994

Raghavender Nippani, *A Two Phase Methodology for Evaluating Conceptual Designs,* Master's Thesis, August, 1994

Courses Taught

University of Central Florida

Graduate Courses

Innovation in Engineering Design (Sp 2012, 2013,2014)
Vehicle Dynamics(Sp 01, Su 03)
Manufacturing Systems Engineering (Sp 03, Fall 02, Sp 00, Sp 99, Sp 98, Sp 97, Sp 96)
Precision Engineering (Fall 02)
Vehicle Dynamics (Sp 01, SU 03)
Concurrent Engineering (Sp 00,Sp 99, Sp 98, Sp 97, Sp 96)
Robotics and Automated Systems (Fall 96, Su 95)
Computer Numerical Control (Su 94)
Internal Combustion Engine Analysis and Optimization (Fall 99,Fall 98, Su 96, Su 97, Fall 97)
Metrology (Fall 98, Fall 97)
Advanced and Nontraditional Manufacturing (Sp 00)
Experimental Methods for IC Engines (Su 99, 00, 01,02,03)
Computer Control of Manufacturing Systems (Su 99)

Undergraduate Courses

Manufacturing Processes (Fall 99, Fall 98, Fall 96, Sp 96, Fall 95, Fall 94)
Computer-Aided-Manufacturing (Su 98, Su 95)
Concurrent Engineering (Sp 97, Sp 96)
Statistics (Sp 98)
Engr. Administration (Su 99)

University of Cincinnati

Undergraduate Courses

Manufacturing Processes

Technical Physics
Statistics I
Statistics II

Southern Ohio College

DC Electricity
AC Electricity
Transistor Theory and Circuit Design
Digital Logic
Microprocessor Interfacing
Robotics
Programmable Controllers

V Service Activities

Committees and Affiliations

Committees at UCF

Engineering Leadership Institute 2009 - Present

Undergraduate Curriculum 2000 - Present

R&D Shop Committee Chair, 2000 – Present

IE Personnel Committee 2001 - 2003

IE Faculty Search Committee, 1999

External Relations, College Engineering, 1995 - 2009

Manufacturing Program Development, 1995 - 2009

Industrial Engineering Research Committee, 1995 - Present

PEW Foundation for Higher Education, 1997

External Committees

Journal of Design and Manufacturing, Referee, 1994-1996

Universita' Degli Studi Di Cassino, Dipartment of Di Ingegneria Industriale, HYPOTESYS
Conference, Referee, 1995

Board of Directors, Robotics International of the Society of Manufacturing Engineers, 1989 - 1991

William Weisel Scholarship Committee, 1986 - Present

Robotics International, Vice Chairman, Fourth World Conference on Robotics Research, 1991

Motion Control Magazine, Editorial Advisory Board, 1989- 1991

Robotics International, Robots 14 Conference, Chairman of the Refereed Paper Review Board, 1990

Control Expo, Conference Chairman, 1990

Motion Control-West, Conference Chairman, 1990

Robotics International Conference Planning Committee, 1984 - 1990

Robotics International Education and Training Division, Chairman, 1990

Robotics International Education and Training Division, Vice Chairman, 1987 - 1989

Robotics International Education and Training Division, Member, 1985 -1987

Robotics International Conference Academic Session, Chairman, 1984 -1989

Eastern Quality Conference, Chairman, 1989

Robotics International Robotics Round Table Chairman, 1987 - 1988

Robotics International Paper review committee, 1985 - 1990

International Robotics Educators Conference, Chairman, 1984-1986

Robotics International Education and Training Division, Long Range Planning Committee, 1984 - 1986

14th International Symposium on Industrial Robots, Education Forum Co-chairman, 1984

Consulting

Harley Davidson, Emissions Modeling Using RSM, 1999

ORCA/Johnson Controls/Delaware North/Kennedy Space Center, Alternative Fuel Recommendations for the Visitor Center Transit System, 1997

Orlando Sentinel, Investigation of the Rodney Orr fatal racing accident in a Dayton 500 practice session, 1994. with Dr. Desai, Mechanical Engineering.

Torco Oil Company , Analysis of Synthetic Lubricants", December 1993 - March 1994.

Proctor and Gamble; Order picking systems analysis; 1993

Chiquita Brands, Expert witness, Statistical analysis of fruit damage in ocean transport; 1993

Eagle Products, Manufacturing and management system design; 1990 - present

Champion, Welding and fabrication system design; 1983

Cincinnati Milicron, Robot installation and maintenance procedures; 1980-1983

Consumers Power, Management systems for rapid disaster response; 1979

Chrysler Corp, Blow hole analysis of casting and heat treatment line; 1978

American Motors, Preventive maintenance program; 1977

General Motors, Preventive maintenance system design; 1979

Clark Equipment Company, Fork lift safety,; 1976

Hayworth Manufacturing, Manufacturing systems design; 1976-1980

Amway Corp. Warehouse order picking analysis; 1979-1980

Caterpillar Tractor Co. Press forging line efficiency analysis; 1979

Society Membership and Licenses

ASID

Emily Kuzneski Johnson

263 NE 1st Street | Webster, FL 33597 | 352.552.7881 | ekj@ucf.edu

Academic Appointments

Visiting Assistant Professor (2018 to present)
  Games and Interactive Media, Nicholson School of Communication and Media, University of Central Florida

Postdoctoral Research Associate (2016 to 2018)
  Digital Media, School of Visual Arts and Design, University of Central Florida
  Coordinator, Games Research Lab

Education

PHD, Texts and Technology (Fall 2015). University of Central Florida, Orlando, FL.

  Dissertation: Making waves, mixing colors, and using mirrors: The self-regulated learning support features and procedural rhetoric of three whole-body educational games
  Supervisor: Rudy McDaniel

MA, Reading Education (Fall 2007). University of South Florida, Tampa, FL.

BA, English (Spring 2003). Dickinson College, Carlisle, PA.

Grants

EXTERNAL

  AISL Grant, **National Science Foundation**. Subaward 2014-00987-01 (Supplemental Funding for Prime Award DRL-1114621). Metaphor-Based Learning of Physics Concepts Through Whole-Body Interaction in a Mixed-Reality Science Center Exhibit. PI: R. Lindgren. 10/2013-02/2017. **$764,208**. Role: **GR.**

  AISL Grant, **National Science Foundation**. DRL-1114621. Metaphor-based learning of physics concepts through whole-body interaction in a mixed reality science center exhibit. PI: R. Lindgren. 09/2011-03/2014. **$1,418,085.00**. Role: **GR.**

INTERNAL

  Quality Enhancement Grant, **University of Central Florida**. *ELLE* the EndLess LEarner: A Second Language Acquisition Videogame. PI: **E. Johnson.** 07/2018-07/2019. **$3,500**. Role: **PI.**

  PLANT Grant, **University of Central Florida**. Instrumented interface for prosthetic training games. PI: P. Smith. 12/2016-12/2017. **$30,000**. Role: **Co-PI.**

Publications

PEER REVIEWED JOURNAL ARTICLES

Lindgren, R., Tscholl, M., Wang, S., & **Johnson, E.** (2016). Enhancing learning and engagement through embodied interaction within a mixed reality simulation. *Computers & Education, 95*, 174-187. https://www.researchgate.net/profile/Michael_Tscholl/publication/287572672_Enacted_misconceptions_Using_embodied_interactive_simulations_to_examine_emerging_understandings_of_science_concepts/links/56f30b1808ae38d7109a54be.pdf Citations: 65 (Google Scholar, July 23)

Sabbath, R., Hanson, K., **Johnson, E.**, Giroux, A. L., Billings, D., Garber, Z., and Zaas, P. (2017). The potential of digital media in teaching Biblical and Jewish Studies. *Mentalities/Mentalités, 30*, 5.

PEER REVIEWED BOOK CHAPTER

Johnson, E. & McDaniel, R. Using procedural rhetoric to analyze patient education games: *Re-Mission*. (Book Chapter) (Accepted; Anticipated publication in 2018).

PEER REVIEWED CONFERENCE PROCEEDINGS

Johnson, E. and Sullivan, A. (2018). Facilitating Undergraduate Experimental Game Design: A Pilot Study with *Celestial Harmony*. *Communications in Computer and Information Science (CCIS) conference proceedings series* from Immersive Learning Research Network Conference, Missoula, Montana, June 24-29, 2018. Springer. https://link.springer.com/chapter/10.1007/978-3-319-93596-6_12

Johnson, E., Giroux, A. L., and Merritt, D. *ELLE the EndLess LEarner*: A Second Language Acquisition Virtual Reality Game. Demonstration. (In press). Proceedings from *Immersive Learning Research Network Conference*, Missoula, Montana, June 24-29, 2018. Graz University of Technology (Austria).

Merritt, D. F., **Johnson, E. K.**, Giroux, A. L. (2017). *ELLE* the EndLess LEarner: Exploring Second Language Acquisition Through an Endless Runner-style Video Game. Proceedings from *Digital Humanities 2017* in Montreal, Canada, August 8-11, 2017. ADHO.org. https://dh2017.adho.org/program/abstracts/

Johnson, E.K., Smith, P.A., Dombrowski, M., Buyssens, R. (2017) SuperJam: Participatory design for accessible games. In Lackey, S., & Chen, J. (Eds.). (2017). Proceedings from *Virtual, Augmented and Mixed Reality: 9th International Conference, VAMR 2017, Held as Part of HCI International 2017, Vancouver, BC, Canada, July 9-14, 2017*, (Vol. 10280). Springer. https://books.google.com/books?hl=en&lr=&id=KgUqDwAAQBAJ&oi=fnd&pg=PR9&dq=superjam&ots=EE75_iRl3l&sig=7GxmV1C5AOGnoikGMdH6Mgo9Ov8#v=onepage&q=superjam&f=false

Tscholl, M., Lindgren, R., & **Johnson, E.** (2013). Enacting orbits: refining the design of a full-body learning simulation. In *Proceedings of the 12th International Conference on Interaction Design and Children* (pp. 451-454). ACM.

ONLINE PUBLICATOINS

Johnson, E. (2017). There's a Games Research Lab? *FCTL Faculty Focus* (Fall 2017). http://www.fctl.ucf.edu/publications/facultyfocus/content/2017/2017_november.pdf

Johnson, E. (2016). Gamify your writing group. *The Chronicle of Higher Education Blog.* http://www.chronicle.com/blogs/profhacker/gamify-your-writing-group/62656

Johnson, E. (2015). What is T&T? *Texts and Technology Blog.* http://tandt-blog.cah.ucf.edu/2015/10/13/what-is-tt/

Conferences and Talks

PEER REVIEWED CONFERENCE PRESENTATIONS – INTERNATIONAL

Johnson, E. and Sullivan, A. (2018). Facilitating Undergraduate Experimental Game Design: A Pilot Study with *Celestial Harmony.* Presented by E. Johnson at *Immersive Learning Research Network Conference,* Missoula, Montana, June 24-29, 2018.

Johnson, E. and McDaniel, R. (2017). Illuminating Serious Games through Procedural Rhetoric: *Re-Mission.* Presented by both authors at *Humanities Arts Science Technology Alliance Consortium (HASTAC),* Orlando, Florida, November 2-4, 2017.

Hanson, K. and **Johnson, E.** (2017). Making the Case for Online Video Instruction: Innovating the Educational Future. Presented by both authors at *Humanities Arts Science Technology Alliance Consortium (HASTAC),* Orlando, Florida, November 2-4, 2017.

Giroux, A.L., **Johnson, E.K.,** Merritt, D., Vitanova, G., Sousa, S. (2017). *ELLE,* The EndLess LEarner Videogame: An interdisciplinary digital humanities collaboration. Presented by all authors at *Humanities Arts Science Technology Alliance Consortium (HASTAC),* Orlando, Florida, November 2-4, 2017.

Hawthorne, T., Underberg-Goode, N., and **Johnson, E.** (2017). Connecting Participatory Research and Design to the Digital Humanities. Presented by all authors at *Humanities Arts Science Technology Alliance Consortium (HASTAC),* Orlando, Florida, November 2-4, 2017.

Merritt, D. F., **Johnson, E. K.,** Giroux, A. L. (2017). *ELLE* the EndLess LEarner: Exploring Second Language Acquisition Through an Endless Runner-style Video Game. Paper presented by A. Giroux at *Digital Humanities 2017* in Montreal, Canada, August 9, 2017.

Johnson, E.K., Smith, P.A., Dombrowski, M., Buyssens, R. (2017). SuperJam: Participatory design for accessible games. Paper presented by R. Buyssens at *Human-Computer Interaction International (HCII) Conference,* Vancouver, Canada, July 12, 2017.

Smith, P.A., **Johnson, E.K.** (2017). Prosthetic training games for children. Presented by Smith, P. at J. Manova & B. Nansen (workshop chairs), Locating the child in digital games research, *Digital Games Research Association Conference (DiGRA)*, Melbourne, Australia, July 3, 2017.

Johnson, E. (2016). Outcome-focused design for health education games: Understanding the playing techniques and values reinforced by a game's procedural rhetoric, Poster presented by E. Johnson at the Serious Games and Health (SeGAH) Conference, Orlando, Florida, May13, 2016.

Tscholl, M., Lindgren, R., & **Johnson, E**. (2013). Enacting orbits: refining the design of a full-body learning simulation. Presented by M. Tscholl at the ACM 12th International Conference on Interaction Design and Children (IDC '13) in New York, New York. June, 2013.

Johnson, E., Bolling, A., and Lindgren, R. (2012). Picture-Based Science Attitudes Assessment. Poster presented by R. Lindgren at the International Conference of the Learning Sciences, Sydney, Australia, July 2-6, 2012.

PEER REVIEWED CONFERENCE PRESENTATIONS – NATIONAL

Johnson, E.K., Hanson, K., Smith, P.A. (2017). Dig Deeper: A Unity-based Biblical Archaeology Game. Paper presented by E. Johnson and K. Hanson at *Digital Media and Learning (DML)*, Irvine, CA, October 4-6, 2017.

Salter, A., Stanfill, M., **Johnson, E.**, and Wisniewski, P. (2017). Participatory design for research on technologically-mediated youth sexuality: Ethical and privacy implications, extended abstract presented by M. Stanfill at the Workshop on Privacy Ethics at *the 2017 ACM Conference on Computer Supported Cooperative Work (CSCW 2017)*, Portland, Oregon, February 25, 2017.

Smith, E., **Johnson, E.**, Norton, H., and Lanman, B. (2014). I'm a what? Metaphor-based interactions as pathways to learning. Paper presented by all authors at the Association of Science-Technology Centers Conference, Raleigh, North Carolina, October 19, 2014.

Rogak, R., **Johnson, E.**, McDaniel, R., Lindgren, R., and Friskics, J. (2012). Adventures in Emerging Media: An Updated Look at Engagement Methods in Online Courses. Paper presented by E. Johnson at The Association for Educational Communications and Technology International Convention, Louisville, Kentucky, November 2, 2012.

Johnson, E., McDaniel, R., Friskics, J., and Lindgren, R. (2012). Student Perceptions of a Game-Based Achievement System in an Online Undergraduate Course. Poster presented by E. Johnson at Games+Learning+Society Conference, Madison, Wisconsin, June 13, 2012.

Johnson, E., Lindgren, R., Tscholl, M., & Wang, S. (2014). Metacognitive Scaffolding Effects on Conceptual Learning in a Whole-Body Interactive Simulation Environment, Panel presented by R. Lindgren in the panel discussion "Scaffolding Self-Directed Learning in Technology-Enhanced Environments" at the American Educational Research Association Conference in Philadelphia, Pennsylvania, April 4, 2014.

Lindgren, R., Tscholl, M., **Johnson, E.,** Glasshoff, C., & Moshell, J. M. (2014). Learning and engagement effects of embodied interactions within an immersive science simulation. Presented at the Annual Meeting of the National Association for Research on Science Teaching, Pittsburgh, PA.

Johnson, E., Lindgren, R., McDaniel, R., and Friskics, J. (2011). Student attitudes toward choice-driven content delivery in an online course. Paper presented by E. Johnson at Information Fluency Conference, University of Central Florida, Orlando, Florida, March 15, 2011.

CAMPUS TALKS

Johnson, E. (2015). Making waves: Self-regulated learning in a whole-body educational game. Poster presented by E. Johnson at the UCF Graduate Research Forum, Orlando, Florida, March 31, 2015.

Johnson, E., (2012). Our Histories: A community literacy project, Digital project and poster presented at the Service Learning Conference, University of Central Florida, Orlando, Florida, April 17, 2012.

Johnson, E.K. (2016). Milestone session: Dissertation/Prospectus. Panel presented at Texts & Technology Fall 2016 Workshop Series, University of Central Florida, Orlando, Florida. November 1, 2016.

Creative Activity

DEMONSTRATIONS – INTERNATIONAL

Johnson, E., Giroux, A. L., and Merritt, D. *ELLE the EndLess LEarner:*
A Second Language Acquisition Virtual Reality Game. Demonstration presented by E. Johnson at *Immersive Learning Research Network Conference,* Missoula, Montana, June 24-29, 2018.

Dombrowski, M. **Johnson, E.** Smith, P. and Buyssens, R. Prosthetic Limb Training Game Demo. *Humanities Arts Science Technology Alliance Consortium (HASTAC),* Orlando, Florida, November 2-4, 2017.

DEMONSTRATIONS – CAMPUS

Johnson, E.K. and Sullivan, A. (2018). BeadED Adventures Demo. Games Research Group Meeting, UCF.

GAMES

Johnson, E.K., and Sullivan, A. (2018). BeadED Adventures. (Twine). Players string beads to progress through the narrative-based game designed to encourage positive attitudes toward STEM subjects, especially populations underrepresented in the field.

Johnson, E.K. (2018). Augmented Reality STEM Learning Game. (Unreal). Players learn about the solar system using a mobile device and augmented reality. Android and iOS.

Johnson, E.K. (2017). Critical Mysteries. (Unity). Critical thinking game like *Clue*, with additional mini-games and data capture.

Merritt, D., **Johnson, E.K.**, Giroux, A.L., Vitanova, G., and Sousa, S. (2017). *ELLE the EndLess LEarner*. (Unreal). Endless runner game designed for second language acquisition. Virtual Reality, PC, Mobile, and Augmented Reality versions.

Johnson, E.K., Hanson, K., and Smith, P.A. (2017) Sherlock's Riddles in Biblical Archaeology. (Unity). Players collect artifacts by viewing documentary-style videos, then sort artifacts as supporting, refuting, or irrelevant to the historicity of biblical events.

Teaching and Advising
GAME DEVELOPMENT

Johnson, E.K., Giroux, A., Merritt, D., Vitanova, G., and Sousa, S. (2018). Interdisciplinary Project Supervisors, *ELLE VR 2.0*. Computer Science Capstone Project, Spring 2018- Fall 2018. Computer Science student development team: Behler, M., Da Silva, P., Holdeman, I., Perez, S.A.

Johnson, E.K. (2018). Interdisciplinary Project Supervisor. *Augmented Reality Learning Game*. Computer Science Capstone Project, Spring 2018- Fall 2018. Computer Science student development team: Jones, K. et al.

Johnson, E.K., Giroux, A., Merritt, D., Vitanova, G., and Sousa, S. (2018). Interdisciplinary Project Supervisors, *ELLE Mobile: A Language Acquisition Videogame for Apple and Android*. Computer Science Capstone Project, Spring 2018- Summer 2018. Computer Science student development team: Acostu, C., Hendricks, K., Jachcinski, J., Moore, M., and Ruma, D.

Johnson, E.K. (2018). Interdisciplinary Project Supervisor, *Critical Mysteries: A Critical Thinking Videogame*. Computer Science Capstone Project, Fall 2017-Spring 2018. Computer Science student development team: Garrett, T., Gieger, H., Herold, J. and Johnson, D.

Johnson, E.K., Giroux, A., Merritt, D., Vitanova, G., and Sousa, S. (2017). Interdisciplinary Project Supervisors, *ELLE the EndLess Learner: A VR Language Acquisition Videogame*.

Computer Science Capstone Project, Spring 2017- Fall 2017. Computer Science student development team: Anemogiannis, G., Butt, E., Chauhan, T., Chipman, M.

Johnson, E.K. and McDaniel, R. (2017). Interdisciplinary Project Supervisors, *Cultural VR Experience*. Computer Science Capstone Project, Fall 2016-Summer 2017. Co-Sponsor R. McDaniel. Computer Science student development team: Maysonet, N., Dingman, A., Taylor, K., and Ally, I.

INTERNSHIP

Johnson, E.K., (2017-2018). Federal Work Study Supervisor, rhythm-based game. Student developer: Walker, W.

Johnson, E.K., (2017). Federal Work Study Supervisor, Animation and art for VR Middle Passage Experience. Student developer: Truong, P.

Johnson, E.K., (2017). Federal Work Study Supervisor, Art and animation for *ELLE* and *Sherlock's Riddles*. Student developer: Ward, C.

Smith, P.A., Dombrowski, M., Buyssens, R., **Johnson, E.K.,** and Bowers, C. (2017). UCF Plant Grant-funded Game Development Supervisor, Magical Savior of Friends: An alternatively controlled game for accessibility. Student developers: Nghi, L. and Rodriguez, A.

UNDERGRADUATE COURSES

DIG 3024: Digital Cultures and Narratives (Twine & interactive narratives). Fall 2018.

DIG 3525: Digital Media Production I (Project management). Fall 2018.

DIG 4630: Creative Industries (Media business practices). Fall 2018.

Service
PROFESSION

Reviewer, *Journal of Educational Computing Research*. 2018. **Submission Reviewer**.

Review Committee, International Academic Conference on Meaningful Play. 2018. **Submission Reviewer.**

Review Committee, 13th International Conference on Computer Supported Collaborative Learning (CSCL 2018). **Submission Reviewer.**

Review Committee, Humanities, Arts, Science, and Technology Alliance and Collaboratory (HASTAC) 2017 Conference. **Submission Reviewer.**

Review Committee, 12th International Conference on Computer Supported Collaborative Learning (CSCL 2017). **Submission Reviewer.**

Review Committee, 2012 Information Fluency Conference. **Submission Reviewer.**

UNIVERSITY

Committee, UCF Celebrates the Arts, 2017-2018. Chair: Debi Starr Leitch. **Member.**

Other Skills & Certifications
TECHNICAL SKILLS

· Twine
· some HTML
· some CSS
· some PHP
· some MySQL
· Microsoft Office Suite
· SPSS

CERTIFICATIONS

· Researcher Experience Development Initiative (Writing large multi-disciplinary proposals)

· Online Course Development Certification (IDL 6543; ADL 5000)

· Certificate in Grant Writing and Nonprofit management (9.6 CEUs)

Abbreviated Curriculum Vitae

University of Central Florida
School of Visual Arts & Design
12400 Aquarius Agora Dr.
Orlando, FL 32816
Phone: (407) 823-0728
E-mail: rudy@ucf.edu

T. Rudy McDaniel

I. Education

Ph.D. Texts and Technology, 2004: University of Central Florida
M.A. Technical Writing, 2001: University of Central Florida
B.S. Computer Science, *Cum Laude*, 2003: University of Central Florida
B.S. Psychology, *Cum Laude*, 1999: University of Central Florida

II. Academic Appointments

University of Central Florida, College of Arts & Humanities

Professor of Digital Media	Aug 2017 – Present
Core Faculty, Modeling and Simulation PhD Program	Aug 2011 – Present
Core Faculty, Texts and Technology PhD Program	Aug 2011 – Present
Associate Professor of Digital Media	Aug 2011 – Aug 2017
Assistant Professor of Digital Media	Aug 2005 – Aug 2011
Visiting Research Scientist of Digital Media & English	Sept 2004 – Aug 2005

III. Administrative Appointments

Director, School of Visual Arts and Design	Aug 2017 – Present
Interim Director, School of Visual Arts and Design	Oct 2016 – Aug 2017
Assistant Dean of Research & Technology, College of Arts & Humanities	Aug 2011 – Aug 2017
Director, Texts and Technology Doctoral Program	Aug 2011 – Oct 2016
Co-Director, China-US Ethnic Cultural Exchange & Research Initiative	Nov 2012 – Nov 2015

IV. Honors and Awards

International Honors/Awards
(2013-2016). Appointee, *Merit Research/Distinguished Senior Fellow*. Center for Ethnic and Folk Literature and Arts Development, Ministry of Culture, People's Republic of China.

National Honors/Awards
(2010). *Computer and Composition Distinguished Book Award* for *From A to <A>: Keywords of Markup* (contributed a chapter to the collection.)
(2009). *Award for Innovative Excellence in Teaching, Learning, and Technology*. Awarded April 15, 2009 at the *20th International Conference on College Teaching and Learning* in Jacksonville, FL.

University Honors/Awards

(2015, 2016). Nominee, *Award for Faculty Excellence in Mentoring Doctoral Students*.

(2013). *UCF Library Open Access Champion* for dedication to open access publishing.

(2010). *Innovative Teaching Practices Award*.

College Honors/Awards

(2016). *Scholarship of Teaching and Learning (SoTL) Award*.

(2010). *Teaching Incentive Program (TIP) Award*.

(2010). *Excellence in Graduate Teaching Award*.

(2010). *Excellence in Undergraduate Teaching Award*.

(2009). *Scholarship of Teaching and Learning (SoTL) Award*.

(2009). *Teaching with Technology Grant Award*.

(2008-2010). *UCF Faculty Center for Teaching and Learning Faculty Fellow Liaison*.

V. Administrative Accomplishments

A. Duties as Director, School of Visual Arts and Design

- Oversee one of the largest schools of visual art and design in the country, with approximately 60 full-time faculty members and 3,000 student majors.
- Serve as the primary unit administrator over our university's academic programs in studio/fine art, digital media, film, and architecture.
- Manage resources and facilities for multiple physical buildings including a visual arts building on main campus, a digital media building in an adjacent research park, and downtown Orlando facilities.
- Partner with local businesses and community groups including SNAP! Orlando, the Orlando Science Center, the Orlando Museum of Art, CREALDE, and many other arts organizations.

B. Key Accomplishments as Assistant Dean of Research and Technology

- Worked to develop several different iterations of in-house awards programs and distributed $175k in seed funding to departments and faculty members to provide incentives to develop pilot projects and submit extramural grant proposals.
- Streamlined and coordinated a number of faculty affairs and awards programs including elections, the promotion and tenure process, sabbaticals, and excellence in research awards.
- Developed the process for coordinating and managing the college-level promotion review for instructors and lecturers within our college.
- Reorganized technology office to report to a central, college IT manager and established weekly technical meetings to assess issues, discuss solutions, and develop strategic planning materials.
- Implemented the design of a number of procedures and technologies to improve communications between faculty and staff, including work order status cards and an in-house system for work orders.
- Coordinated over $1M of successful technical fee proposals for the College, including a major networking upgrade for the Rehearsal Hall (RH) building, and consulted on other successful proposals, such as several projects for the Center for Humanities and Digital Research and RICHES.
- Developed and implemented a comprehensive plan to improve communication between college administration, chairs, and faculty using customized electronic listserves and distribution lists.
- Supervised a team of individuals who completed approximately 1,300 work orders last year and developed web sites that regularly draw more than 200,000 unique visitors per year.

- Encouraged the CAH web team to explore new strategies for collaborative publishing, marketing, and outreach with students and faculty using platforms such as Drupal, Wordpress, CBOX, and Omeka.
- Coordinated the development and distribution of the CAH Newsletter.

C. Key Accomplishments as Director of Texts and Technology Ph.D. Program

- Developed program by-laws and implemented standards for faculty membership and governance.
- Increased doctoral student enrollment by 44%.
- Reorganized program faculty and recruited additional faculty members from Digital Media, History, English, Philosophy, and Writing and Rhetoric to serve as core and associate faculty members.
- Revised and updated the curriculum to include project-based assignments and selected lectures focused on applied technology, an area frequently requested in our alumni exit interviews.
- Coordinated a guest speaker series and brought in a number of scholarly visitors for the program to enhance visibility and encourage interdisciplinary partnerships.
- Oversaw the development of a number of new documents and procedures including a redesigned web site, recruitment materials, an advising guide, an assessment plan, and an internship evaluation rubric.
- Managed hiring for new faculty members, including interdisciplinary joint hires shared between academic departments in English, Digital Media, and Philosophy.
- Implemented regularly emailed news updates and social media updates focused on student and faculty publication activities and other news and updates about the program.
- Acquired additional space and resources for the program including a secondary lab space, a student lounge, and a powerful new server for student and faculty projects.
- Partnered with a number of entities on campus including the Information Fluency Office and the Center for Humanities and Digital Research to bring in guest speakers and coordinate mutually beneficial activities.

VI. Publications and Creative Activities

A. Scholarly Authored Books

1. Beever, J., **McDaniel, R.**, & Stanlick, N. (In Preparation). *Understanding digital ethics: Cases and contexts.* New York: Routledge. Contracted to be published on April 30, 2018.
2. Fanfarelli, J.R., & **McDaniel, R.** (In Preparation). *Designing effective digital badges: Applications for learning*. New York: Routledge. Contracted to be published on September 1, 2018.
3. Applen, J. D., & **McDaniel, R.** (2009). *The rhetorical nature of XML: Constructing knowledge in networked environments*. New York: Routledge.

B. Peer-Reviewed Papers

1. Fanfarelli, J. R. & **McDaniel, R.** (2017). Exploring digital badges in university courses: Relationships between quantity, engagement, and performance. *Online Learning Journal 21(2)*.
2. **McDaniel, R.,** Fanfarelli, J. R., & Lindgren, R. (2017). Creative content management: Importance, novelty, and affect as design heuristics for learning management systems. *IEEE Transactions on Professional Communication, 60*(2), 183-200.
3. Kourova, A., Salter, A., Pidberejna, I., & **McDaniel, R.** (2016, September). From Orlando to Russia: Cross-cultural communication through gamemaking. In *Proceedings of the 34th Annual International Conference on the Design of Communication.* New York: ACM. Arlington, Virginia.

4. **McDaniel, R.,** & Daer, A. (2016). The discourse of developers: Exploring technical communication practices within video game development. *Technical Communication Quarterly, 25*(3), 155-166.

5. Fanfarelli, J. R., & **McDaniel, R.** (2016). Using platform adventure mechanics for gamification research. *Journal of Digital Media Arts and Practice.* Digital essay published June 7, 2016.

6. **McDaniel, R.** (2016, May). A taxonomy for digital badge design in medical technologies. In *Proceedings of the IEEE SeGAH 4th International Conference on Serious Games and Applications*. Orlando, FL.

7. Carbone, T., **McDaniel, R.,** & Hughes, C. E. (2016, May). Psychomotor skills measurement for surgery training using game-based methods. In *Proceedings of the IEEE SeGAH 4th International Conference on Serious Games and Applications*. Orlando, FL.

8. Crossley, C., Fanfarelli, J. R., & **McDaniel, R.** (2016, May). User experience design considerations for healthcare games and applications. In *Proceedings of the IEEE SeGAH 4th International Conference on Serious Games and Applications*. Orlando, FL.

9. **McDaniel, R.,** & Fanfarelli, J. R. (2016). Building better digital badges: Pairing completion logic with psychological factors. *Simulation & Gaming, 47*(1), 73-102.

10. Pidberejna, I., Kourova, A., Salter, A., & **McDaniel, R.** (2016, April). Open source video game software as a tool for language learning: A project between the U.S. Department of State Grant Peer-to-Peer Grant Getting Closer and the St. Petersburg Grot School for the Blind and Visually Impaired. In Proceedings of the *International Conference on Cultural-Pragmatic Aspects of Media Texts as an Object of Linguistics*. Moscow, Russia. April 28-29, 2016.

11. **McDaniel, R.,** & Fanfarelli, J. R. (2015). Rhythm and cues: Project management tactics for UX in game design. *International Journal of Sociotechnology and Knowledge Development (IJSKD), 7*(3), 20-37.

12. **McDaniel, R.,** & Kuang, L. (2015). Cross-cultural cinematic communication: Learning from the information design process for a Sino-American film competition. *Communication Design Quarterly, 4*(1), 49-60.

13. Fanfarelli, J. R., & **McDaniel, R.** (2015, July). Digital badges for deliberate practice: Designing effective badging systems for interactive communication scenarios. In *Proceedings of the 33rd Annual International Conference on the Design of Communication.* New York: Association for Computing Machinery. Limerick, Ireland.

14. **McDaniel, R.** (2015, July). Communication and knowledge management strategies in video game design and development: A case study highlighting key organizational narratives. Published in the *Proceedings of the 2015 IEEE International Professional Communication Conference* (pp. 9-16), IEEE. Limerick, Ireland.

15. Fanfarelli, J. R. & **McDaniel, R.** (2015). Individual differences in digital badging: Do learner characteristics matter? *Journal of Educational Technology Systems, 43*(4), 403-428.

16. **McDaniel, R.** (2015). Programming perspectives in Texts and Technology: Teaching computer programming to graduate students in the humanities. *Programmatic Perspectives, 7*(2), 213-229.

17. **McDaniel, R.,** & Fanfarelli, J. R. (2015). A digital badging dataset focused on performance, engagement, and behavior-related variables from observations in web-based university courses. *British Journal of Educational Technology, 46*(5), 937-941.

18. **McDaniel, R.** (2015). Understanding microinteractions as applied research opportunities for information designers. *Communication Design Quarterly, 3*(2), 55-62.

19. **McDaniel, R.,** & Fanfarelli, J. R. (2015, March). How to design experimental research studies around digital badges. In D. Hickey, J. Jovanovic, S. Lonn, & J. E. Willis III (Eds.), *Proceedings of the Open Badges in Education (OBIE 2015) Workshop*. Poughkeepsie, New York.

20. Fanfarelli, J. R., Vie, S., & **McDaniel, R.** (2015, February). Understanding digital badges through feedback, reward, and narrative: A multidisciplinary approach to building better badges in social environments. Albers, M. (Ed.) *Proceedings of the Symposium on Communicating Complex Information* (pp. 56-60), ACM. Greenville, NC. Published in *Communication Design Quarterly, 3*(3).
21. Kamrath, M. L., Barnard, P., **McDaniel, R.,** Dorner, W., Jardaneh, K., Carlton, P., & Rodriguez, J. (2014). The Charles Brockden Brown electronic archive: Mapping archival access and metadata. *Archive Journal, 4.*

(+27 additional papers from 2003-2013)

C. Peer-Reviewed Chapters

1. **McDaniel, R.** (In Press). The role of creativity in a networked humanities. In B. McNely and J. Rice (Eds.) *Networked humanities.* Anderson, SC: Parlor Press.
2. **McDaniel, R.** (In Press). Portal: The cerebral FPS. In R. Mejia, J. Banks, & A. Adams (Eds.), *The 100 Greatest Video Game Franchises.* Washington, D.C.: Rowman & Littlefield.
3. **McDaniel, R.,** & McDaniel, C. (In Press). An experiential approach to teaching experience architecture: The case of Mozilla Webmaker. In L. Potts & M. Salvo (Eds.) *Rhetoric and Experience Architecture.* Parlor Press.
4. Vie, S., **McDaniel, R.**, & Fanfarelli, J. R. (In Press). Understanding badges as architectures of experience. In L. Potts & M. Salvo (Eds.) *Rhetoric and Experience Architecture*. Parlor Press.
5. **McDaniel, R.** (2016). What we can learn about badges from video games. In D. Ifenthaler, D. Mah, & N. Bellin-Mularski (Eds.), *Foundations of digital badges and micro-credentials: Demonstrating and recognizing knowledge and competencies* (pp. 325-342). Switzerland: Springer International Publishing.
6. **McDaniel, R.**, & Fanfarelli, J. R. (2016). Evaluating design frameworks for badges: A case study and comparison analysis of two types of digital badging systems. In L. Muilenburg & Z. Berge (Eds.), *Digital badges in education: Trends, issues, and cases* (pp. 176-188). New York: Routledge.

(+9 additional chapters from 2003-2013)

VII. Conference Presentations

A. Keynotes and Invited Presentations

1. **McDaniel, R.** (2017). The ethics of serious games for health. Keynote address presented at the *5th International Conference on Serious Games and Applications (IEEE SeGAH '17)*. Perth, Australia. April, 2017. International conference.
2. de Freitas, S., Gibson, D., **McDaniel, R.,** & Robertson, B. (2017). AR/VR in health. Invited roundtable session presented at the *5th International Conference on Serious Games and Applications (IEEE SeGAH '17)*. Perth, Australia. April, 2017. International conference.
3. **McDaniel, R.** (2016). Strategies for achieving interdisciplinary success. Keynote address delivered to the *Center for Interdisciplinary Scholarship (CIS) Annual Symposium*. Miami, FL. November 3, 2016. Regional conference.
4. **McDaniel, R.** (2016). Humanities, technology, and people: New directions for technical research in the humanities. Welcome presentation and opening remarks for *THATCamp Florida 2016 Conference* in Orlando, FL. February 18, 2016. Regional conference.
5. **McDaniel, R.** (2012). Remix culture. Keynote address delivered to the *Melbourne Regional Chamber of East Central Florida's Business Breakfast of Champions*. Melbourne, FL. Invited keynote presentation. September 6, 2012. Regional conference.

6. **McDaniel, R.** (2008). Humanistic information technology: The semiotics of play and storytelling. Paper presented at the *Rochester Institute of Technology Information Technology Colloquium* in Rochester, NY. Invited speaker for the colloquium series. February 8, 2008.
7. **McDaniel, R.** (2007). Wii stories: Small tales of interactive narrative. Paper presented at the *Rensselaer Polytechnic University Department of Language, Literature, and Communication Colloquium* in Troy, NY. Invited speaker for the colloquium series. March 14, 2007.

B. Conference Presentations

1. **McDaniel, R.** (2016). A taxonomy for digital badge design in medical technologies. Paper presented at the *4th International Conference on Serious Games and Applications (IEEE SeGAH '16)*. Orlando, FL. May 12, 2016. International conference.
2. Carbone, T., **McDaniel, R.,** & Hughes, C. E. (2016). Psychomotor skills measurement for surgery training using game-based methods. Paper presented at the *4th International Conference on Serious Games and Applications (IEEE SeGAH '16)*. Orlando, FL. May 12, 2016. International conference.
3. Crossley, C., Fanfarelli, J. R., & **McDaniel, R.** (2016). User experience design considerations for healthcare games and applications. Paper presented at the *4th International Conference on Serious Games and Applications (IEEE SeGAH '16)*. Orlando, FL. May 13, 2016. International conference.
4. **McDaniel, R.** (2016). Hands on qualitative data analysis research: Exploring the discourse of video game developers using iterative data coding strategies. Paper presented at the *THATCamp Florida 2016 Conference* in Orlando, FL. February 18, 2016. Regional conference.
5. Fanfarelli, J. R., & **McDaniel, R.** (2015). Breaking barriers by breaking bricks: An experimental research testbed using platform adventure game mechanics. Paper presented at the *13th Annual International Digital Media and Arts (IDMAA) Conference*. Johnson, Tennessee. October 21, 2015. International conference.
6. Fanfarelli, J. R., & **McDaniel, R.** (2015). Digital badges for deliberate practice: Designing effective badging systems for interactive communication scenarios. Paper presented at the *2015 ACM SIGDOC Conference* in Limerick, Ireland. July 17, 2015. International conference.
7. **McDaniel, R.** (2015). Communication and knowledge management strategies in video game design and development: A case study highlighting key organizational narratives. Paper presented at the *2015 IEEE International Professional Communication Conference* in Limerick, Ireland. July 13, 2015. International conference.
8. **McDaniel, R.,** Salter, A., and Main E. (2015). Games and Learning at UCF. Panel presentation for the *Next Generation Learning Spaces Site Tour*. Orlando, FL. October 13, 2015.
9. **McDaniel, R.** (2015). Exploring social justice in digital writing spaces. Paper presented at the *18th Annual Conference of the Association for Teachers of Technical Writing* in Tampa, FL. March 18, 2015. National conference.
10. **McDaniel, R.,** & Cabrera, C. (2015). Game design and development using *Maya* and *Unity3D*. Invited weeklong workshop given to the University of Costa Rica, Department of Business Informatics and Computing, Pacific Campus. Puntarenas, Costa Rica. February 9-17, 2015.
11. **McDaniel, R.,** & Fanfarelli, J. R. (2015). How to design experimental research studies around digital badges. Paper presented at the *2nd International Workshop on Open Badges in Education (OBIE2015): From Learning Evidence to Learning Analytics* in Poughkeepsie, NY. March 16, 2015. International conference.
12. **McDaniel, R.** (2015). Building games for the humanities with Unity3D. Paper presented at the *THATCamp Florida 2015 Conference* in Orlando, FL. February 28, 2015. Regional conference.

13. Fanfarelli, J. R., Vie, S., & **McDaniel, R.** (2015). Understanding digital badges through feedback, reward, and narrative: A multidisciplinary approach to building better badges in social environments. Paper presented at the *5th Annual Symposium on Communication Complex Information (SCCI)* in Greenville, NC. February 24, 2015. National conference.

14. **McDaniel, R.**, Dotson, L., Bauer, N., Winter, D., & *Fanfarelli, J. R. (2014). Breaking out of the traditional dissertation mold: Exploring the possibilities of digital and interactive dissertations. *United States Electronic Thesis and Dissertation Association (USETDA) 2014 Conference*. Orlando, FL. September 25, 2014. National conference.

15. **McDaniel, R.**, & Fanfarelli, J. R. (2014). Words that wiggle: Using narrative in games for learning. The power of words + the power of gaming = powerful training! Presentation for the *2014 Department of Defense GameTech User's Conference*. Orlando, FL. September 3, 2014. National Conference.

16. **McDaniel, R.**, Fanfarelli, J. R., & Thompson, K. (2014). Stinking badges: Why we need em' and how to use em'. *2014 Information Fluency Conference*. The Age of New Media: Literacy in the 21st Century. Orlando, FL. February 27, 2014. International Conference.

(+49 additional presentations and workshops from 2003-2013)

VIII. Electronic Research and Creative Activities (Non Peer-Reviewed)

1. **Russia to English Cultural Exchange Game**. Cultural exchange game developed with A. Salter, A. Kourova, and the UCF Russian Club. Organized with the Grot School in St. Petersburg Russia, a school for visually impaired students.

2. **Adventures in Emerging Media**. Course development system designed from the ground up for the presentation and assessment of nonlinear learning materials for online course instruction. (A "choose your own adventure" learning management system).

3. **Super Nutrition!** Game project developed with the METIL Lab at UCF's Institute for Simulation and Training. Served as game mechanics consultant for project developed and submitted as an entry for the *Let's Move: Apps for Healthy Kids* challenge..

4. **Bentham City**. Video game produced using *Adobe Flash* for the Office of Information Fluency. Presents ethical scenarios for new students and assesses decision making and progress throughout the game using an online database.

5. **EthicsGame Plagiarism and Overnight Guest Flash Game**. Collaboration with EthisGame.com involving the translation of a Web-based ethics scenario to a Flash game format.

6. The **Underground Railroad Video Game**. Video game produced using a *Neverwinter Nights* mod to teach 5th graders about the Underground Railroad and African-American History.

IX. Grant Proposals and Funded Research Initiatives

A. Funded External Grants and Projects (Total Funding: $432,320, With Split: $231,552)

1. $200,000 (2012-2015). Creating the Charles Brockden Brown electronic archive. **Co-Principal Investigator**. National Endowment for the Humanities, Division of Preservation and Access. PI: M. Kamrath, Department of English. Awarded April 27, 2012. 3 year grant.

2. $200,000 (2009). Emergency medical care educational card game. **Co-Principal Investigator**. Grant funded by RDECOM-STTC to develop innovative ways to train combat medics and combat lifesavers (CLS) using inexpensive, portable, and engaging methods. PI: D. Metcalf, Institute for Simulation and Training. Awarded April 18, 2009. 1 Year Grant.

3. $2,750 (in kind donation) (2009). Extending *The Sims*: *Sims 3* movie-making experiments in the humanities. **Principal Investigator**. Project funded by *Electronic Arts (EA)* and designed to have game design students build innovative projects using *The Sims 3* computer software. EA donated 55 games to give to students enrolled in game production and honors game design. Awarded September 8, 2009.
4. $20,000 (2008). EthicsGame digital media implementation. **Principal Investigator**. External contract with EthicsGame.com to develop a digital media games-based implementation for an online business ethics simulation company. Written with S. M. Fiore. Awarded August, 2008.
5. $9,570 (2005). Federation of American Scientists. **Co-Principal Investigator**. Funded public service project to develop a storyline for the *Discover Babylon* video game. Written with J. Cannon-Bowers (Digital Media). Developed an approximately 30,000-word narrative script for a video game that teaches children about ancient Iraqi culture. Public Service Project.

B. Funded Internal Grants and Projects (Total Funding: $3,486,532)
1. $3.16M ($632,500/year) (2013-2017). Information Technology Performance Funding Initiative for the College of Arts and Humanities. **Principal Investigator & Project Manager**. Funds awarded to the University of Central Florida from the State of Florida (House Bill 7135). Written with L. Hepner.
2. $7,500 (2011). The Charles Brockden Brown Archive. **Co-Principal Investigator**. Grant funded by College of Arts & Humanities In-House Award Program. Awarded November 21, 2011.
3. $202,782 (2010 - 2012). Adventures in emerging media: Nonlinear course design for online courses at UCF. **Principal Investigator**. Internal grant funded by the Provost's Undergraduate Education Pilot Project program. Awarded January 29, 2010. Written with R. Lindgren and J. Friskics.
4. $42,500 (2007-2009). Enhancing information fluency through the development of virtual worlds and the use of simulated scenarios in synthetic environments and video games. **Principal Investigator**. UCF Quality Enhancement Program Engagement Grant. Written with S. M. Fiore, N. Stanlick, and E. H. Vick. Awarded May 31, 2007.
5. $13,200 (2007). The Digital Humanities Exchange: A multimedia trading post for game-based learning in the humanities. **Principal Investigator**. Grant submitted to the College of Arts and Humanities In-House Award Program. Awarded November 27, 2007.
6. $1,000 (2007). Investigating the role of interactivity in information fluency. **Principal Investigator**. UCF Quality Enhancement Plan Enhancement Grant. Awarded May 31, 2007.
7. $12,750 (2007). Improved lab equipment for teaching e-commerce courses in digital media. **Principal Investigator**. Undergraduate Teaching Equipment Initiative. Awarded March 21, 2007.
8. $12,000 (2007). Building usable games for the humanities: Engaging identity, culture, and community in virtual worlds. **Principal Investigator**. CAH Dean's Research Initiative Award. Awarded January 29, 2007.
9. $18,700 (2007). Developing digital health literacy materials for latino communities. **Co-Principal Investigator**. CAH Dean's Research Initiative Award. Awarded January 29, 2007.
10. $7,500 (2007). Implementing and testing a humanities learning game in public schools. **Principal Investigator**. Awarded January 10, 2007.
11. $6,100 (2005). Institute for Simulation and Training, University of Central Florida. **Co-Principal Investigator**. Developing a story-driven synthetic learning game.

C. Experience as Expert Grant Reviewer / Panelist

(2010). Panelist for the National Endowment for the Humanities (NEH) Digital Humanities Start-Up Grant Program. December 1, 2010.

(2007). Expert Panel Member for the National Centres of Excellence for Commercialization and Research (CECR) in Ottawa, Ontario. Participated in review panel November 7-9, 2007.

X. Teaching and Advising

A. Graduate Courses Taught

Design and Development of Texts and Technology, Information Architecture, Physical Computing, Introduction to Texts and Technology, Research Methods in Digital Media, Science & Technology of Dynamic Media, Transmedia Story Creation, Project Management, Writing for the Business Professional

B. Undergraduate Courses Taught

Video Game Design, Video Game Production, Rapid Application Web Development (Advanced JavaScript), Production I (Media Project Management), Internet Interaction (Flash and Interaction Design), Media for E-Commerce II (Databases), Internet Software Design, English Composition II, Introduction to Technical Writing, The History, Design, and Culture of Video Games, Honors Writing for the Technical Professional

14 active graduate students under my supervision, **9 with me as director or co-director**.
36 previous graduates advised since 2005: 18 Ph.D., 6 M.F.A., 8 M.A., 4 Honors in the Major

XI. Service and Professional Leadership

A. Professional Service to the Discipline

I. External Reviews for Tenure and Promotion

(2015). University at Buffalo, State University of New York.

(2014). Worcester Polytechnic Institute.

(2014). University Honors College of New Mexico.

(2012). Rochester Institute of Technology.

(2012). University of Maryland, Baltimore County.

II. Recent Professional Service

(2016). General conference co-chair, *IEEE 4th International Conference on Serious Games and Application for Health Conference* (SeGAH).

(2016). Member, scientific program committee, *IEEE 4th International Conference on Serious Games and Application for Health Conference* (SeGAH).

(2016). Reviewer, SIGDOC Student Research Competition, ACM Special Interest Group on Design of Communication (SIGDOC).

(2015-2016). Member, Humanities, Arts, Science, and Technology Alliance and Collaboratory (HASTAC) 2017 annual conference planning committee.

(2014-2015). Member, program committee, 1st and 2nd *International Workshops on Open Badges in Education* (OBIE).

(2012-2016). Member, program committee, ACM SIGDOC 2014 annual conference.

III. Editorial Service and Journal Peer-Reviews
(2004 – Present). Regular reviewer for journals in my field including *Entertainment Computing, Cognitive Technology Journal, Communication Design Quarterly, Interacting with Computers, Technical Communication, Technical Communication Quarterly (TCQ), Technology, Humanities, Education, and Narrative, IEEE Transactions on Professional Communication,* the *Journal of Online Learning and Teaching,* and the *Journal of STEM Education.* Average 1-2 manuscript reviews per semester.

B. State Service
(Fall 2009 – Summer 2017). Discipline Coordinator, Department of Education's State Common Numbering System (SCNS). Maintain digital media course taxonomy for the State University System of Florida (SUS).

C. Recent University Service
I. Research and Graduate Education
(2016). Search Committee Member, Vice President for Research and Dean for the College of Graduate Studies.
(2015). Search Committee Member, Associate Dean and Director of Interdisciplinary Graduate Education, College of Graduate Studies.
(2015-2016). Internal Reviewer, Division of Cultural Affairs Internal Competition Review Committee, Office of Research and Commercialization.
(2015-2016). Founding Member, UCF Scholarly Communication Advisory Board.
(2012-2015). Member, Doctoral Fellowships Review Committee for College of Graduate Studies.
(2012, 2015). Judge, Graduate Research Forum.
(2011-2015). Member, University Research Council.
(2007-Present). Advisory Board Member, Center for Humanities and Digital Research.

II. Downtown Campus Initiative & Campus Technology
(2015-Present). Member, UCF Downtown Innovative Teaching and Learning Team.
(2014-2015). Member, UCF Downtown Technology Team.
(2012-2013). Member, Faculty Senate Information Technology Resource Advisory Committee (ITRAC).

III. Undergraduate Success
(2013-2015). Reviewer, Burnett Honors College Burnett Research Scholars program.
(2013). Judge, UCF Ethics Bowl.
(2012). Career Services Job Fair Panelist, UCF Career Services and Experiential Learning.
(2012). Member, Strategic Planning Committee Subcommittee on Innovative Degree Programs.
(2010-2016). Member, Honors in the Major Thesis Scholarship Evaluation Committee.

IV. Faculty Excellence
(2015-2016). Member, Assistant and Associate Dean's Council, Office of Faculty Excellence.
(2015). Outside evaluation coordinator for CMMS P&T candidates.
(2011-2012). Member, usability testing team for the electronic Promotion & Tenure transition plan.
(2010-Present). Board Member, Course Development Faculty Advisory Board.

V. Other University Service

(2016-2017). Strategic Planning Implementation Team, Res

(2015-2016). University Master Planning Committee (UMPC). Review issues related to land use, facilities planning, and future development for UCF campus.

E. College Service

I. Search Committee Service

(2006-2016). Service on six **faculty search committees**, chairing two.

II. Other College Service

(2012). *I Believe!* volunteer coordinator (CAH Dean's Office) for employee charitable campaign.

(2012-2015). Member, College of Arts & Humanities Staff Awards Technology Support Team.

(2011-2012). Chair, CAH Excellence in Graduate Teaching Award Committee.

(2011-2016). Supervised the production and distribution of the CAH digital newsletter.

(2010). Co-Chair, CAH Sabbatical Leave Review Committee.

(2009). Chair, CAH Sabbatical Leave Review Committee.

F. Recent Departmental / School Service

(2006-2016). Service on **eighteen department/school faculty search committees**, chairing eight.

(2015-2016). Member, Annual Evaluations Standards & Procedures (AESP) Review Committee.

(2015-2016). Member, Promotion and Tenure Document (P&T) Review Committee.

G. Industry and Community Service

(2015-2016). Chaperone and Volunteer, Evans Elementary, Seminole County Public Schools.

(2013-2014). Volunteer, Stenstrom Elementary (Lego Robotics Club), Seminole County Public Schools.

(2012-2016). Volunteer judge for student art competition, Istanbul Cultural Center in Orlando.

(2012). Volunteer, Teach-In! South Seminole Middle School, Seminole County Public Schools.

(2012-Present). Faculty advisor for the UCF Gaming Knights student organization.

(2011-Present). Advisory Board Member, Athena Technologies LLC, an 8a Company.

XII. Professional Memberships

Association for Computing Machinery (ACM).

Association of Internet Researchers (AOIR).

Association for Teachers of Technical Writing (ATTW).

Institute of Electrical and Electronics Engineers (IEEE).

International Digital Media and Arts Association (iDMAa).

IEEE Computing Society & Professional Communication Society.

Ady Milman, Ph.D.

Rosen College of Hospitality Management
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email: Ady.Milman@ucf.com

EDUCATION:

Ph.D., January 1986, University of Massachusetts, School of Management. Major: Business Policy and Strategy.

M.S. (with distinction), December 1982, University of Surrey, Guildford, England, Department of Hotel, Catering, and Tourism Management. Major: Tourism Planning and Development.

B.A. (Magna Cum Laude), July 1981, University of Tel Aviv, Israel. Faculty of Social Sciences. Major: Political Science. Minor: Labor Studies.

PROFESSIONAL EXPERIENCE:

University of Central Florida, 1986- present

Professor, Rosen College of Hospitality Management, University of Central Florida.

2013-2014:

Theme Park Internship professor, Walt Disney World Company, Orlando and Universal Orlando. Management shadowing in the areas of park operation, safety and security, special events, merchandise, and food services. (August 2013-February 2014).

1995:

Disney Sabbatic Professor, Walt Disney World Company. Responsibilities included: business planning, theme park operations, resort marketing, Florida tourist marketing, Magic Kingdom marketing, international marketing, water park marketing (*January-April 1995).*

Academic Administrative Experience:

1994-1997:

Director, Dick Pope Sr. Institute for Tourism Studies, College of Business Administration, University of Central Florida.

1991-1993:

Acting Chair, Department of Hospitality Management, College of Business Administration, University of Central Florida.

1986-1991:

Research Director, Dick Pope Sr. Institute for Tourism Studies, University of Central Florida.

1983-1986:

Research Associate, Management Control Center, School of Management, University of Massachusetts, Amherst.

June-July 1985, June-August 1984:

Research Associate, Dick Pope Sr. Institute for Tourism Studies, University of Central Florida, Orlando, FL.

2000-2001:

Chair, University of Central Florida Undergraduate Policy and Curriculum Committee

1983:

Research Coordinator, Department of Hotel, Restaurant, and Travel Administration, University of Massachusetts, Amherst.

Supervisor, Summer Conference Housing. University of Massachusetts, Amherst.

Other Experience:

University of Surrey, England 1981-1982

Research Project Coordinator, University of Surrey, Guildford, England.

1979-1981:

Travel Consultant, Nir Travel, Inc., Israel.

International Experience:

Visiting Professor:

Management Center Innsbruck (MCI), Austria. 2013-2014 Fulbright Scholar Professor. Austrian-American Educational Commission.

Management Center Innsbruck (MCI), Austria (During the summers of 2005-2019).

Modul University Vienna, Austria (During the summers of 2014, 2008-2012).

The University of Angers, Department of Hotel Management and Tourism (ESTHUA), Angers, France. (During the summers of 2013-2014, 2011, 2000-2008, 1995-1997).

College of Management, Rishon-Le-Zion, Israel (During the summers of 2009-2017).

The University of Calgary, Haskayne School of Business, Alberta, Canada. Canadian Pacific Visiting Scholar, (Fall 2006).

The University of Ben Gurion, School of Management, Department of Hotel and Tourism Management, Beer-Sheva, Israel. (During the Spring 1994 and the summers of 1996-2010).

Colegio Universitario del Este, School of International Tourism and Hotel Management, Carolina, Puerto Rico. (During the springs of 1997-1999).

Escola Superior de Hostelia e Turismo do Estoril, Portugal (During Spring 2005-2006 & Spring and Fall 2003).

The University of Innsbruck, Institute of Tourism and Service Economics, Innsbruck, Austria (During the summers of 2005, 2000, 1998, 1994).

COURSES TAUGHT:

Hospitality and Tourism Management:

Introduction to Hospitality and Tourism
Theme Park and Attraction Management
Event Management
Meeting and Conference Management
Airline Management
Travel and Tourism Administration
Hospitality and Tourism Marketing
Tourism Planning and Development
Guest Services Management
Customer Service and Experience Management
Travel Agency Management

Group and Corporate Travel Management
Tourism and Travel Geography
Hotel and Resort Development
Product Development in the Hospitality Industry
Foundations of Hospitality and Tourism (Ph.D. level)
International Tourism Management (graduate level)
Product Development and Innovation (graduate level)
Consumer Behavior and Psychology in Tourism and Leisure (graduate level)
Experiential Marketing (graduate level)

Business Administration:

The Business Cornerstone Course (Introduction to Management; distance learning)
Business Policy and Strategy
Foundations of Marketing
Marketing in the Experience Economy (graduate level)

HONORS AND AWARDS:

Fellow, Institute of Theme Park Studies in China, Shanghai (2018 - present).

Scroll & Quill Society in recognition of sustained scholarly contributions, the University of Central Florida (inducted April 2017).

2013-2014 Fulbright Scholar Professor – Management Center Innsbruck, Austria. J. William Fulbright Scholarship Board (FSB).

2013 University of Central Florida Teaching Incentive (TIP) Program Award for outstanding teaching performance.

2008 Martin Oppermann Memorial Award for Lifetime Contribution to Tourism Education, International Society of Tourism and Travel Educators (ISTTE).

2007-2008 Undergraduate Teaching Equipment Grant (2008).

Canadian Pacific Visiting Scholar, Haskayne School of Business, University of Calgary, Alberta, Canada. CAD $10,000 grant (2006).

Rosen College of Hospitality Management Faculty Award for Outstanding Service (2006).

Disney Sabbatic Professor, Walt Disney World Company, Orlando, Florida (2005).

Researcher of the Year, College of Business Administration, University of Central Florida (1994).

Hospitality Student Association Shooting Star Award, University of Central Florida (1992).

Researcher of the Year, College of Health and Professional Studies, University of Central Florida (1990).

Canadian Embassy Faculty Research Program (1987-88).

Canadian Embassy Institutional Grant (1985).

<u>Research Grants</u>:

Dick Pope Sr. Institute for Tourism Studies various proprietary research grants ($404,342), generating over 50 research reports and white papers. See pages 9-12 for a complete listing.

Orange County Convention Center Research Grant (2002).

UCF In-house Research Grant (2002).

Chairman's Grant Award, International Association of Amusement Parks and Attractions (IAAPA) (2001).

Chairman's Grant Award, International Association of Amusement Parks and Attractions (IAAPA) (2000).

REFEREED PUBLICATIONS:

Tasci, D.A., Wei W. & **Milman, A**. (2019). Uses and Misuses of the Case Study Method. Accepted for publication in *Annals of Tourism Research*, October 5, 2019.

Tasci, D.A., Back, R.M. & **Milman, A**. (2019). Experiential consumption of a South African wine farm destination as an agritourism attraction. Accepted for publication in the *Journal of Vacation Marketing*. April 30, 2019. https://doi.org/10.1177%2F1356766719858642

Torres, E., **Milman, A.** & Park, S. (2019). Customer delight and outrage in theme parks: A roller coaster of emotions. Accepted for publication in the *International Journal of Hospitality & Tourism Administration*. February 15, 2019. To link to this article: https://doi.org/10.1080/15256480.2019.1641455

Milman, A. (2019). Visitor Management in Highly-Visited Attractions: Lessons that practitioners can learn from the U.S. Theme Park Industry and the National Parks. In Pechlaner H., Innerhofer, E. & Erschbamer, G. (eds). *Overtourism. Tourism Management and Solutions.* Abingdon-On-Thames (UK): Routledge; Forthcoming, June 2019.

Milman, A. (2018). The Theme Park Guest Experience at and its Impact on Visitor Satisfaction. Accepted for publication (November 2018). *Institute of Theme Park Studies in China*, Shanghai.

Torres, E., **Milman, A.** & Park, S. (2018). Delighted or outraged? Uncovering key drivers of exceedingly positive and negative theme park guest experiences. *Journal of Hospitality and Tourism Insights*. 1 (1), 65-85.

Milman, A. & Zehrer, A. (2018). Evaluating Visitor Experience at a Mountain Attraction: The Nordkette Mountain in Tirol, Austria. Accepted for publication on 10/30/2017 in Melissen, F. & Smit, B. (eds). *Sustainable Customer Experience Design in tourism, hospitality, and events,* New York: Routledge.

Milman, A. & Zehrer, A. (2018). Exploring Visitor Experience at a Mountain Attraction: The Nordkette Mountain in Tirol, Austria. *Journal of Vacation Marketing*, 24 (2): 172-186.

Milman, A., Zehrer, A., & Tasci, A. (2017). Measuring the Components of Visitor Experience on a Mountain Attraction: The Case of the Nordkette, Tyrol, Austria. *Tourism Review,* 72 (4), 429–447

Milman, A. & Tasci, A. (2018). Exploring the Experiential and Sociodemographic Drivers of Satisfaction and Loyalty in the Theme Park Context. *Journal of Destination Marketing & Management*, 8, 385–395.

Tasci, A. & **Milman, A.** (2017). Exploring Experiential Consumption Dimensions in Theme Park Context. *Current Issues in Tourism.* 22 (7), 853-876.

Milman, A. (2017). The Role and Responsibilities of Industry Advisory Boards in Enhancing the Educational Experience (chapter) in Benkendorff, P. & Zehrer, A. (eds). *Handbook of Teaching and Learning in Tourism,* Northampton, MA. Edward Elgar Publishing.

Milman, A. & Kaak, K. (2018). Theme Parks and Attractions (2016). In Okumus, F. (ed.). *Introduction to Hospitality: Welcome to Hospitality Experience*. Columbus, OH: Pearson Publishing. Forthcoming, 2018.

Milman, A. (2016). Walt Disney Parks and Resorts: A case study in Siller H. and Zehrer, A. *Entrepreneurship & Tourism*. Vienna: Linde International.

Milman, A. (2015). Preserving the cultural identity of a World Heritage Site: the impact of Chichen Itza's souvenir vendors. *International Journal of Culture, Tourism & Hospitality Research*, 9(3), 241-260.

Milman, A. & Dickson. D. (2014). Employment Characteristics and Retention Predictors among Hourly Employees in Large U.S. Theme Parks and Attractions *International Journal of Contemporary Hospitality Management*, 26 (3): 447-469.

Milman, A. & Whitney, P. (2014). Evaluating Students' Experience and Satisfaction at a Hospitality and Tourism College Career Fair. *Journal of Human Resources in Hospitality and Tourism*. 13 (2): 173-189.

Milman, A. (2013). Guests' Perceptions of Staged Authenticity in a Theme Park: An Example from Disney's Epcot's World Showcase. *Tourism Review*. 68 (4): 71-89.

Milman, A. & Kaak, K. (2013). Theme Parks Revenue Management (2013) (with Kaak, K.). In Legohérel, P. Poutier E. & Fyall A. (eds). *Revenue Management for Hospitality and Tourism*. Woodeaton Oxford: Goodfellow Publishers Limited.

Milman, A., Li, X., & Wang, Y. (2013). Examining the Guest Experience in Theme Parks: Preliminary Evidence from China. *Journal of Vacation Marketing*. 18 (4): 313-325.

Milman, A. (2012). Postcards as a representation of a destination image: The case of Berlin. *Journal of Vacation Marketing*. 18 (2): 157-170.

Milman, A., Li, X., & Wang, Y. (2011). The Role of Theme Parks in the Context of Domestic Tourist Evolution in China: A Consumer Perspective (2012) In Li, R., & Su, Y. (Ed.), *Proceedings of the 1st Sino-Euro International Tourism Forum* (pp. 244-254), June 15, 2011, Fenghua, Zhejiang, China. Ocean Press: Beijing, China.

Milman, A. (2011). The Symbolic Role of Postcards in Representing a Destination Image: The Case of Alanya, Turkey. *International Journal of Hospitality and Tourism Administration*. 12(2): 1-30.

Milman, A., Okumus, F. & Dickson, D. (2010). The Contribution of Theme parks and Attractions to the Social, Economic Sustainability of Destinations. *Worldwide Hospitality & Tourism Themes* (WHATT). 2(3): 338-345.

Milman, A. (2010). The Global Theme Park and Attraction Industry. *Worldwide Hospitality & Tourism Themes* (WHATT). 2(3): 220-237.

Milman, A. (2009). Evaluating the Guest Experience at Theme Parks: An Empirical Investigation of Key Attributes. *International Journal of Tourism Research.* 11: 373-387.

DiPietro, R. B., Thozhur, S. M., & **Milman, A.** (2007). Hourly Employee Retention Factors in the United Kingdom Quick Service Restaurant Industry. *Journal of Foodservice Business Research*, 10(4), 39-61.

Milman, A. (2008). Destination Theming: The Heidiland Region, Switzerland. In Pike, Steven (2008). *Destination Marketing Organizations: Bridging Theory and Practice*. Oxford (UK): Elsevier.

Milman, A. (2008). Theme Park Tourism and Management Strategy. In *Tourism Management: Analysis, Behavior, and Strategy.* Cambridge, MA: CABI Publishing. Pages 218-231.

DiPietro, R., & **Milman, A**. (2008). Retention Factors of Tipped Hourly Employees in the Casual Dining Restaurant Segment: Exploratory Research in Central Florida. *International Journal of Hospitality & Tourism Administration*, 9(3), 244-266.

Milman, A. (2006). The Role of Theming in Destination Development. In *New Perspective and Values in World Tourism and Tourism Management in the Future*. Alanya, Turkey: Akdeniz University, Alanya Faculty of Business.

Breiter, D. **& Milman, A.** (2006). Predicting Exhibitor Levels of Satisfaction in a Large Convention Center. *Event Management*. 10 (2/3): 133-143.

Breiter, D. & **Milman, A.** (2006). Attendees' Needs and Service Priorities in a Large Convention Center: Application of the Importance-Performance Theory. *Tourism Management*. 27(6): 1364-1370.

Milman, A. (2004). Residents' Support for Tourism Growth in a Mature Destination: A Chronological Study of Central Florida. (2005). *International Journal of Hospitality and Tourism Administration*. 5 (4): 67-83.

DiPietro, R. B. & **Milman, A.** (2004). Hourly Employee Retention Factors in the Quick Service Restaurant Industry *International Journal of Hospitality and Tourism Administration*. 5 (4): 31-51.

Milman, A. & Ricci, P. (2004). Predicting Job Retention of Hourly Employees in the Lodging Industry. *Journal of Hospitality and Tourism Management.* 11 (1): 28-41.

Ricci, P. & *Milman, A.* (2002). Retention of Hourly Hotel Employees: A look at Select Hotels in the Southeastern United States. *Journal of Human Resources in Hospitality & Tourism*. 4 (1): 47-62.

Milman, A. (2003). Hourly Employee Retention in Small and Medium Attractions. *International Journal of Hospitality Management*. 22 (1): 17-35.

Milman, A. (2002). Hourly Employee Retention in the Attraction Industry: Implications from Orlando, Florida. *Journal of Leisure Property*. 2 (1): 40-51.

Wei, S. & **Milman, A.** (2002). The Impact of Participation in Activities while on Vacation on Senior Psychological Well-being: A Path Model Application. *Journal of Hospitality and Tourism Research*. 26 (2): 175-185.

Milman, A. (2001). The Future of the Theme Park and Attraction Industry: A Management Perspective (2001). *Journal of Travel Research.* 40(2): 139-147.

Milman, A. & Pizam, A. (2001). Academic Characteristics and Faculty Compensation in U.S. Hospitality Management Programs 1999-2000. *Journal of Hospitality and Tourism Education*. 13(1): 4-16.

Pizam, A., & **Milman, A.** (2002). Response to Commentary on Academic Characteristics and Faculty Compensation in U.S. Hospitality Management Programs 1999–2000. *Journal of Hospitality & Tourism Education*, 14(1), 12.

Milman, A. (2001). Hospitality and Tourism Curriculum Development: A qualitative Case-Study Approach. *Journal of Teaching in Travel and Tourism.* 1(4): 65-76.

Ford, R. C. & **Milman, A.** (2000) George C. Tilyou: Developer of the Contemporary Amusement Park (2000). *Cornell Hotel and Restaurant Administration Quarterly*. 41(4): 62-71.

Reichel, A., Lowengart, O. & **Milman, A.** (2000). Rural Tourism in Israel: Service Quality and Orientation. *Tourism Management*. 21(5): 451-459.

Milman, A., Jones, F. & Susan Bach, (1999). The Impact of Security Devices on Tourists' Perceived Safety: The Central Florida Example. *Journal of Hospitality and Tourism Research*. 23(4): 371-386.

Milman, A. (1999). Tourist Product Modification: Blending Reality and Fantasy in the Austrian Tourism Product. **In** Fuchs, Matthias, Mike Peters, Birgit Pikkemaat, and Elke Reiger (Eds). *Tourismus in den Alpen* (Tourism in the Alps). Innsbruck, Austria: Studia Universitatsbuchhandlung und -Verlag.

Milman, A. (1999). Teenage Employment in the Hospitality Industry: An Exploratory Study. *Journal of Hospitality and Tourism Research*. 23(2): 195-205.

Fried, B. N., **Milman, A**., & Pizam, A. (1998). Academic Characteristics and Faculty Compensation in US Hospitality Management Program. *Journal of Hospitality and Tourism Education*. 10(3): 6-13.

Milman, A. (1998). The Impact of Tourism and Travel Experience on Senior Travelers' Psychological Well-being. *Journal of Travel Research*. 37(2): 166-171.

Milman, A. (1997). The U.S. Airline Industry. *Travel and Tourism Analyst.* 3:4-21.

Milman, A. (1997). Hotel Remodeling and its Impact on Guest Satisfaction: A Family Resort Case Study. *FIU Hospitality Review*. 15(1):73-82.

Bach, S. & **Milman, A.** (1996). A Novel Technique for Reviewing a Hospitality Management Curriculum: A Qualitative Methodological Approach. *Hospitality and Tourism Educator* 8(1): 37-40.

Reichel, A., Reichel, A. & **Milman, A.** (1996). Selection of Hospitality Student Candidates: Personal Interviews versus Objective Measures. *Hospitality and Tourism Educator* (8)2/3:76-79.

Milman, A. & Pizam, A. (1995). The Role of Awareness and Familiarity with a Destination: The Central Florida Case. *Journal of Travel Research*. 33(3): 21-27.

Pizam, A. & **Milman, A.** Does Nationality Affect Student-Tourists Behavior? (1995) In *The Business of International Tourism*, Minot, North Dakota: Institute for International Business, Minot State University.

Ashley, R.A., Bach, S.A., Chesser, J.W., Ellis, E.T., Ford, R.C., LeBruto, S.M., **Milman, A**., Pizam, A., & Quain, W.J. (1995). A Customer-Based Approach to Hospitality Education. *Cornell Hotel and Restaurant Administration Quarterly*. 36 (4): 74-79.

Milman, A. (1994). Canada as a Potential Destination for Florida Residents (1994). *FIU Hospitality Review* 12 (2): 13-24.

Braun, B. M. & **Milman, A.** (1994). Demand Relations in the Central Florida Theme Park Industry. *Annals of Tourism Research.* 21 (1): 150-153.

Pizam, A. **Milman, A.** & King, B. (1994). The Perceptions of Tourism Employees and their Families towards Tourism: A Cross-Cultural-Comparison. *Tourism Management*, 15(1): 53-61.

King, B., Pizam, A. & **Milman, A**. (1993). Social Impacts of Tourism: Host Perceptions. *Annals of Tourism Research,* 20(4): 650-665.

Milman, A. (1993). Maximizing the Value of Focus Group Research: Qualitative Analysis of Consumer's Destination Choice. *Journal of Travel Research*. 32(2): 61-63.

Pizam, A. & **Milman, A.** (1993). Predicting Satisfaction among First-Time Visitors to a Destination by Using the Expectancy Disconfirmation Theory. *International Journal of Hospitality Management*. 12(2): 197-209.

Milman, A. (1993). Theme Parks and Attractions. In *Encyclopedia of Hospitality and Tourism.* New York, Van Nostrand, Reinhold.

Milman, A. & Pizam, A. (1992). The 1991-1992 Academic Characteristics and Faculty Compensation of CHRIE members in U.S. Hospitality Management Programs (1992). (With Abraham Pizam). *Hospitality & Tourism Educator.* 5 (1): 55-70.

McCool A., **Milman, A.** & Farsad, B. (1991). Computer Skills for Hospitality Management Graduates: Round Two. *The Journal of Hospitality Financial Management.* 1 (1): 31-54

Milman, A. & Pizam, A. (1992). 1990-1991 Academic Characteristics and Faculty Compensation in U.S. Hospitality Management Programs*. 1992 CHRIE Directory and Resource Guide.* Washington, D.C., Council on Hotel, Restaurant and Institutional Education.

Milman, A. (1991)*.* The Role of Theme Parks as a Leisure Activity for Local Communities. *Journal of Travel Research*. 29(3): 11-16.

Braun, B. & **Milman, A.** (1990)*.* Localization Economies in the Theme Park Industry (1991) *Review of Regional Studies.* 20(3): 33-37.

Pizam, A., Jafari, J., & **Milman, A**. (1991). Influence of Tourism on Attitudes: U.S. Students Visiting USSR. *Tourism Management*, 12(1), 47-54.

Pizam, A. & **Milman, A.** (1991). 1989-1990 Academic Characteristics and Faculty Compensation in U.S. Hospitality Management Programs *1991 CHRIE Directory and Resource Guide.* Washington, D.C., Council on Hotel, Restaurant and Institutional Education.

Milman, A., Reichel A. & Pizam, A. (1990). The Impact of Tourism on Ethnic Attitudes: The Israeli-Egyptian Case. *Journal of Travel Research*. 29(2): 45-49.

Pizam, A. & **Milman, A.** (1990). Current Trends in Manpower Needs for the Tourism Industry. *Trends: Park Practice Program.* 27(3):14-17.

Milman, A. & Pizam, A. (1990). Understanding Cross-Cultural Differences in the Context of Tourism. *Visions in Leisure and Business.* 9(1): 5-14.

Pizam, A. & **Milman, A.** (1989). The 1988-89 Academic Characteristics and Faculty Compensation in U.S. Hospitality Management Programs. *Hospitality Education and Research Journal.* 13(2):73-95.

Milman, A. (1989). The Role and Responsibilities of a Tourism Research Center: The Dick Pope Sr. Institute for Tourism Studies (1989). *Visions in Business and Leisure.* 8 (1): 40-48.

Pizam, A. & **Milman, A.** (1988). The 1987-88 Academic Characteristics and Faculty Compensation in U.S. Hospitality Management Programs. *Hospitality Education and Research Journal.* 12(3): 17-41.

Milman, A. (1988). Market Identification of a New Theme Park: An example from Central Florida. *Journal of Travel Research.* 26(4): 7-11.

Milman, A & Pizam, A. (1988). The Social Impact of Tourism on Central Florida. *Annals of Tourism Research.* 15(2):191-204. Also reprinted in McIntosh, Robert W. and Charles R. Goeldner (1990). *Tourism: Principles, Practices, Philosophies.* New York: John Wiley and Sons, 208-220.

Pizam, A. & **Milman, A.** (1987). Hospitality Educators' Salary and Working Conditions Survey. *Hospitality Education and Research Journal.* 11(2):1-12.

Pizam, A. & **Milman, A.** (1986). International Tourism Reports No. 125: USA: Florida. *Economist International Tourism Report (London).* 4:69-78.

Pizam, A. & **Milman, A.** (1985). Off-track Betting and its Impacts on Rural Community. *Visions in Leisure and Business*, 3(4):90-106.

Pizam, A. & **Milman, A.** (1984). The Social Impact of Tourism. ***United Nations Industry and Environment*** 7(1):11-14.

OTHER PUBLICATIONS AND PROCEEDINGS:

Milman, A. (2019). Medical Tourism Brands. ***Destination Health.*** Winter 2019. 44-49

Milman, A. (2000). The Future of the Theme Park and Attraction Industry. ***Funworld.*** 16(11): 180-185.

Milman, A. (1999). Conference Research Paper Review: New Frontiers in Tourism Research. Annual Conference of the International Society of Travel and Tourism Educators, Vancouver, BC, November 4-7, 1999.

Milman, A. (1999). Conference Research Paper Review: The New Millennium: Tourism Education Beyond 2000. Annual Conference of the International Society of Travel and Tourism Educators, Cleveland, OH, October 15-17, 1998. In the *Journal of **Hospitality & Tourism Research***. May 1999. 23(2): 217-224.

Milman, A. (1996-97). ***Central Florida Tourism Confidence Index***. Quarterly report (March 1996-July 1997).

Milman, A. (1994). Research Bits from the Dick Pope Sr. Institute, UCF: The relationships between the average length of stay and how the guest makes the reservations. ***CFHMA News and Views.*** March 1994.

Milman, A. (1994). Research Bits from the Dick Pope Sr. Institute, UCF: Sources of Influence to Stay at a Hotel. ***CFHMA News and Views.*** April 1994.

Milman, A. (1989). Tourists Leave a Trail of Dollars. ***Souvenir.*** January-February 1989:14, 32.

Milman, A. (1988). Poll: Residents Value Tourism's Local Impact. ***Orlando Business Journal.*** March 20-26, 1988, 4 (40): 28.

Milman, A. (1988). Travel Industry Will Survive Market Movements. ***Orlando Business Journal.*** January 10-16, 1988, 4 (30): 23.

Milman, A. (1987). Avoiding Airline Delays Requires Defensive Planning. ***Orlando Business Journal.*** October 25-31 1987. 4(19): 6-7.

Milman, A. (1987). Putting Order in Your Firm's Business Travel Decision. ***Orlando Business Journal.*** August 2-8, 1987. 4(7): 5.

Milman, A. (1988). Central Florida Residents' Visiting Patterns to Local Theme Parks. ***Tourism Barometer*** (1988). 7 (3): 4.

Milman, A. (1987). In Spite of Florida's Popularity, Some Visitors will not return. ***Tourism Barometer.*** Fall/Winter 1987. 6 (3-4): 4.

Milman, A. and Chandrasekar V. (1986). Promoting International Arrivals: Taking Advantages of Sociocultural Aspects (***Tourism Barometer,*** summer 1986. 5 (2): 4.

Milman, A. (1986). Canadian Tourists in Florida: A Treasure to be Kept. ***Tourism Barometer.*** Spring 1986 5(1): 4.

PROPRIETARY SPONSORED RESEARCH REPORTS (WHITE PAPERS):

The following research reports were conducted on behalf of the Dick Pope Sr. Institute for Tourism Studies. The projects were externally funded. Total grant value: $404,342.

"NewSpace Center LLC: The Interspace Concept: U.S. Consumer Market Research Report" (June 2010).

"NewSpace Center LLC: Market Demand Analysis Prior and During the Program Development: Focus Groups Report" (February 2010).

"NewSpace Center LLC: Market Demand Analysis Prior and During the Program Development: Focus Groups Report" (October 2009).

"VISIT FLORIDA Trade Advisory Board Focus Group and Brainstorming Report" (October 2008).

"Predicting Attendees' Satisfaction and Future Usage of the Orange County Convention Center, Orlando, Florida" (University of Central Florida Research Grant, June 2003).

"Predicting Exhibitors' Satisfaction and Future Usage of the Orange County Convention Center, Orlando, Florida" (University of Central Florida Research Grant, June 2003).

"Attendee and Exhibitors' Perceptions of the Orange County Convention Center, Orlando, Florida" (Orange County Convention Center Grant, October 2001 & April 2002).

"IAAPA Show Attendees' Participation Patterns in IAAPA Educational Programs" Prepared for the International Association of Amusement Parks and Attractions (January 2002).

"Hourly Employee Retention in Theme Parks and Attractions: A Case Study" IAAPA Chairman Program (July 2000).

"Central Florida Hotel and Motel Association Occupancy Survey" (January 1994-January 1997).

"Holiday Inn Renovation Project: A Consumer Perspective" (March 1993).

"Central Florida Hotel and Motel Association Occupancy Survey" (January 1993-December 1993).

"Central Florida Hotel and Motel Association Employee Wage Survey" (August 1992).

"Central Florida Hotel and Motel Association Occupancy Survey" (January 1992-December 1992).

"International Christian Museum Marketing Study" (December 1992).

"Bible Land Theme Park: A Focus Group Report of Central Florida Tourists" (June 1991).

"Wet N' Wild Water Theme Park Marketing Study: In-park Analysis May-July 1991" (August 1991).

"Wet N' Wild Water Theme Park Market Survey: Hotel-guest Analysis May-July 1991" (August 1991).

"Maharishi Veda Land: Perceptions of Central Florida Tourists" (February 1991).

"The 1990 Wet N' Wild "Summer Nights' Impact Study: June-August 1990" (September 1990).

"U.S. Travelers to Spain: Perceptions of Spain as a Vacation Destination by First Time Travelers - A Pretest-Posttest Analysis" (August 1990).

"Wet N' Wild Water Theme Park Marketing Study: In-park Analysis May-September 1990" (Five monthly reports, August 1990).

"Wet N' Wild Water Theme Park Market Survey: Hotel-guest Analysis May-August 1990" (Four monthly reports, August 1990).

"The U.S. Travel Market to Spain: Perceptions of U.S. Residents Who Had Never Visited Spain" (June 1990).

"Spain as a Vacation Destination: Perceptions of U.S. Residents" (Focus group analysis of visitors and none-visitors to Spain in San Francisco, Los Angeles, New York, and Miami.) (April 1990).

"The South Florida Hispanic Travel Market to Spain: A Telephone Survey" (April 1990).
"The South Florida Hispanic Population Perception of Spain as a Tourist Destination: Focus Groups Report" (March 1990).

"Seminole County's (Florida) Tourism Development Council Strategic Planning" (November 1989).
"Water Theme Park Visitation Patterns of Central Florida Residents: A Report of Telephone Survey" (September 1989).

"Wet N' Wild Water Theme Park Marketing Study: A comparison between 1988 and 1989 in-park Surveys" (September 1989).

"Visitors to Wet N' Wild and Typhoon Lagoon: Focus Groups of Central Florida Residents (adult and youth)" (September 1989).

"Wet N' Wild MTV's "Summer Break Nights" Impact Study: June-August 1989" (September 1989).

"Wet N' Wild Water Theme Park Market Survey: Hotel-Guest Analysis April-August 1989" (Five monthly reports: May-September 1989).

"Wet N' Wild Water Theme Park Market Survey: In-park Analysis May-September 1989" (Five monthly reports: June-October 1989).

"Villa Las Palomas Mexican Restaurant: Development of New Marketing Strategies" (April 1989).

"Church Street Station Train Excursion Market Study" (April 1989).

"Church Street Station's Train Ride to Mount Dora: Focus Groups Report of Local Residents, Tourists and Convention Delegates" (March 1989).

"The 1988 Central Florida Hotel/Motel Industry Contribution to State and Local Taxes" (March 1989).

"Central Florida Hotel and Motel Association Occupancy Survey" (January-December 1989).

"Central Florida Hotel and Motel Association Salary Survey" (November 1988).

"Weeki Wachee New Mermaid Show Appeal Study: Focus Group Analysis" (October 1988).

"Silver Springs 1988 TV Commercial Study" (October 1988).

"Watermania Water Park Visitor Survey: A Comparison with the 1987 Study" (September 1988).

"Watermania Water Park Nonvisitor Survey: A Comparison of Local Residents and Tourists" (September 1988).
"The U.S. Travel Market to Spain: National Telephone Survey" (May 1988).

"Government of Spain U.S. Market Study: Focus Group Summary" (Spring 1988).
"Watermania Water Park Visitor Survey" (September 1987).

"Watermania Water Park Nonvisitor Survey: A Comparison of Local Residents and Tourists" (September 1987).

"The Image and Perception of the New Silver Springs Commercials among Central Florida Tourists" (May 1987).

"The Image and Perception of Silver Springs' New commercials among Cincinnati, OH Residents" (May 1987).

"The Image and Perception of Silver Springs' commercials: A Focus Group Analysis of Columbus, OH Residents" (February 1987).

"Park Equus Tourist Study" (December 1986).

"Park Equus Local Resident Market Study" (December 1986).

"Focus Groups of Travel Agents Regarding a New Concept in Tour Operation: Sears Tours" (December 1986).

"Sears Travel Customer Satisfaction Surveys: June-November 1986" (December 1986).

"Sears Travel Customer Satisfaction Surveys: November 1986-March 1987" (March 1987).

"Weeki Wachee Visitor Survey" (March 1986).

"Weeki Wachee Non-Visitor Survey" (March 1986).

PRESENTATIONS:

Peer-reviewed:

Milman, A. and Torres E. (2018). Delighted or Outraged? Uncovering the Key Drivers of Exceedingly Positive and Negative Visitor Experiences at Theme Parks. Accepted for presentation at the Education Conference at IAAPA Expo 2019. Orlando, November 18-22, 2019.

Tasci, D.A., Back, R.M. & **Milman, A**. (2019). Experiential Consumption Dimensions of a Winery Destination. Accepted for presentation at 13th Annual AAWE (American Association of Wine Economics) Conference, Vienna, Austria, July 14-18, 2019

Tasci, D.A. & **Milman, A.** (2018). The Experiential Consumption Dimensions of Theme Parks and their impact on Satisfaction and Loyalty. Presented at the Inaugural Symposium of the Themed Experience and Attractions Academic Network. November 16, 2018, Orlando, FL.

Torres E., **Milman, A.** and Park, S. (2018). Finding themes in the theme park experience: Patterns of customer delight and outrage revealed. Presented at the Annual EuroCHRIE Conference, November 7-9, 2018, Dublin, Ireland.

Milman, A., Back, R.M. & Tasci, D.A. (2018). Experiential Consumption and Learning at a Farm Tourism Destination: The Case of Spice Route in South Africa. Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Niagara Falls, NY, October 17-29, 2018.

Milman, A. (2018). Visitor management in highly-visited attractions: What can we learn from the theme park industry and the North American national parks? Presented at the Dolomites UNESCO Forum II, October 1, 2018, Sesto, South Tirol, Italy.

Torres E., **Milman, A.** and Park, S. (2018). Customer delight and outrage in theme parks. Presented at the Annual ICHRIE Summer Conference & Marketplace, July 25-27, 2018, Palm Springs, CA.

Milman, A. (2018). The Role of Theming as a new Perspective for Nature-based Tourism. Accepted for presentation at the Tourism Naturally Conference. May 16-18, 2018. Zell am See - Kaprun, Austria

Oren G. **& Milman, A.** (2017). The Role of Hospitality in the Context of Religious: The Case of Chabad Houses. Presented at the Annual Conference of the Israeli Ministry of Tourism, Division of Statistics, Research and Knowledge Management, February 20-21, 2017, Jerusalem, Israel.

Milman, A. & Tasci, A**.** (2016). The role of experiential consumption on theme park visitors' satisfaction and loyalty. Presented at the Consumer Behavior in Tourism Symposium, Brunico, Italy. December 14-17, 2016.

Milman, A. (2015). The Outlook for Attractions. Presented at the 2015 Travel and Tourism Research Association (TTRA) Marketing Outlook Forum, October 26-28, 2015, Philadelphia, PA.

Milman, A. (2015). The role of souvenir vendors in the cultural sustainability of a World Heritage Site: The case of Chichen Itza, Me**x**ico. Presented at the BESTEN Think Tank XV, June 17-21, 2015, Kruger National Park, South Africa.

Milman, A. (2015). From Snow Peaks to Palm Trees: A Framework for Managing Guest Experience at Tourist Attractions. Invited keynote presentation at the European Chapter of the Tourism and Travel Research Association, April 22-24, 2015, Innsbruck, Austria.

Milman, A. (2014). Orlando Mega Theme Parks: Hourly Employees' Experience and Predicting Satisfaction. Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), St. Louis, MO, October 22-24, 2014.

Milman, A. (2014). The Business of Fantasy and Fun: The American Theme Park Industry. Presented at the Fulbright Seminar in American Studies 2014, Bundesinstitut für Erwachsenenbildung, St. Wolfgang/Strobl, Austria, May 1-3, 2014.

Milman, A. (2014). Applying the "real life" practices in training employees: Examples from Orlando's Theme Park Industry presented at the Fourth Annual Conference on Training and Learning in the 21st Century. College of Management, Rishon-Le-Zion, Israel, March 24, 2014.

Milman, A. & Whitney, P. (2012). Predicting Students' Satisfaction in College-Sponsored Travel, Tourism, and Hospitality Career Fair. Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Freiburg, Germany, October 16-18, 2012.

Breiter, D., S. Gregory & **Milman, A.** (2011). Transitional Countries: Festivals as Drivers of Social Change Presented at the annual conference of Euro Council on Hotel, Restaurant, and Institutional Education (CHRIE), Dubrovnik, October 23-26, 2011.

Milman, A. (2011). Postcards as a Reflection of a Destination Image: An Example from Berlin. Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Miami, FL, October 20-22, 2011.

Milman, A. (2011). The Role of Theme Parks in the Context of Domestic Tourism Evolution in China: A Consumer Perspective. With Xu Li and Youcheng Wang. Presented at the Sino-European International Tourism Forum. Ningbo, China, June 13-16, 2011.

Hahm, J., Xu L. & **Milman, A.** (2011). The Image of Orlando as a Tourist Destination: A Reflection through Postcards. With Graduate Student Research Conference in Hospitality and Tourism. Houston, TX, January 6-8, 2011.

Xu L. & **Milman, A.** (2011). The emerging Chinese theme park industry: exploring the importance of key visit attributes among domestic Chinese visitors. With Xu Li and Youcheng Wang. Graduate Student Research Conference in Hospitality and Tourism. Houston, TX, January 6-8, 2011.

Milman, A. & Xu L. & Wang, Y. (2010). The Emerging Chinese Theme Park Industry: Exploring The Importance of Key Visit Attributes Among Domestic Chinese Visitors. Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Long Beach, CA, October 18-22, 2010.

Milman, A. (2009). Destination Marketing Organization (DMO) In Action: Developing Marketing Strategies for Florida through Focus Group Research. Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), San Antonio, TX, October 15-18, 2009.

Milman, A. (2008). Predicting Guests' Level of Perceived Authenticity When Visiting a Theme Park: The Example of Disney's Epcot's World Showcase. Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Dublin, Ireland, September 30-October 2, 2008.

Milman, A. (2007). The Role of Postcards in Destination Image Development: An Example from Alanya, Turkey. Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Charleston, SC, October 4-6, 2007.

Milman, A. (2006). The Role of Theming in Destination Development. Presented at the Turk-Kazakh International Tourism Conference. Alanya, Turkey, November 20-26, 2006.

Milman, A. (2006). The Role of Consumer Experience in Developing a Brand Differentiation in the Theme Park and the Attraction Industry: An Exploratory Study of Central Florida. Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Las Vegas, October 12-24, 2006

Milman, A. (2005). Developing a Rating System for the Theme Park Industry. Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Chicago, October 20-23, 2005

Milman, A. (2005). Retention Factors of Hourly Employees in the Casual Dining Restaurant Segment. Presented at the Annual Conference of the Council on Hotel, Restaurant, and Institutional Education (CHRIE), Las Vegas, NV, July 27-30, 2005.

Milman, A. (2004). Brand Equity in the Theme Park Industry: Disney and Universal Studios Florida. Accepted for presentation at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Hong Kong, September 23-25, 2004.

Milman, A. (2003). Importance-Performance Evaluation of a Convention Center: The Example of Central Florida (with Deborah Breiter). Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Providence, RI October 16-19, 2003

Milman, A. (2002). Predicting Residents' Support for Tourism Growth in a Developed Tourist Destination. Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Salt Lake City, UT, October 10-13, 2002.

Milman, A. (2001). Predicting Residents' Support for Tourism Growth: The Example of Central Florida. Accepted for presentation at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Houston, TX, October 25-27, 2001. Conference canceled.

Milman, A. (2000). Travel and Tourism Curriculum Development: A Qualitative Approach. Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Tampa, FL, October 3-5, 2000.

Milman, A. (1999). Tourist Product Modification through the Application of Fantasy: The Austrian Example. Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Vancouver, Canada, November 4-7, 1999.

Milman, A. (1998). Emerging Strategic Trends in the North American Mega-Theme Park Industry. Presented at Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Cleveland, OH, October 15-17, 1998.

Milman, A. (1998). Teenage Employment in the Hospitality Industry: An Exploratory Study. Presented at the Annual Conference of the Council on Hotel, Restaurant, and Institutional Education (CHRIE), Miami, FL, July 29-August 2, 1998.

Ford, R. & **Milman, A.** (1997). George C. Tilyou and Early Managerial Practices in the Amusement Park Industry. Presented at the 1997 Annual Meeting of the Allied Southern Business Association, Atlanta, GA, November 5-8, 1997.

Reichel, A. & **Milman, A.** (1997). Service Quality and Service Orientation in Rural Tourism. Presented at Annual Conference of the Council on Hotel, Restaurant, and Institutional Education (CHRIE), Providence, RI, August 6-10, 1997.

Milman, A. (1996). The Impact of Psychological Well-Being on Tourist Satisfaction. Presented at Annual Conference of the Society of Travel and Tourism Educators (STTE), Ottawa, Canada, October 3-6, 1996.

Reichel, A. & **Milman, A.** (1995). Selection of Hospitality Student Candidates: Personal Interviews versus Objective Measures. Presented at Annual Conference of the Council on Hotel, Restaurant, and Institutional Education (CHRIE), Nashville, TN, August 2-5, 1995.

Milman, A. & Bach, S. (1994). A Novel Technique for Reviewing a Hospitality Management Curriculum: A Qualitative Methodological Approach (with Susan Bach), presented at Annual Conference of the Council on Hotel, Restaurant, and Institutional Education (CHRIE), Palm Springs, CA, July 27-30, 1994.

Milman, A. (1993). The Image of Canada as a Vacation Destination: The Florida Resident Perspective. Presented at the 1993 Biennial meeting of the Association for Canadian Studies in the United States, New Orleans, LA, November 17-21, 1993.

Milman, A. (1992). So who is coming back Again and Again? An Analysis of Water Park's Repeat Visitors' Usage Pattern. Presented at the Tourism and Travel Research Association Annual Conference, Minneapolis, MN, June 14-18, 1992.

Milman, A. (1992). Predicting Theme Park Attendance: A Behavioral Model. Presented at the 33rd Joint National Meeting of the Institute of Management Sciences (TIMS) and Operations Research Society of America (ORSA), Orlando, FL, April 26-29, 1992.

Milman, A., McCool, A. & Farsad, B. (1991). Computer Skills for Hospitality Management Graduates: Round Two. Presented at the 1991 Annual Conference of the Council on Hotel, Restaurant and Institutional Education, Houston, TX, July 24-27, 1991.

McCool A., **Milman, A.** & Farsad, B. (1990). Computer Skills of Hospitality Management Program Graduates. Presented at the Annual Show of the American Hotel and Motel Association, New York, November 10, 1990.

Milman, A. (1990). The U.S. Overseas Travel Market: A Comparison between Package Tour and Individual Travelers. Presented at the 1990 annual conference of the Travel and Tourism Research Association, New Orleans, June 11-15, 1990.

Pizam, A., Jafari, J., & **Milman, A**. (1988). A Comparison of Images and Attitudes Before and After Tourism Visitation: U.S.A and U.S.S.R Presented at the First Global Conference: Tourism - A Vital Force for Peace, Vancouver, B.C. October 23-27, 1988.

Milman, A., Reichel A. & Pizam, A. (1988). Attitudes Before and After Visitation: Israel and Egypt. Presented at the First Global Conference: Tourism - A Vital Force for Peace, Vancouver, B.C. October 23-27, 1988.

Milman, A. (1988). The Role of Theme Parks as a Leisure Activity for Local Communities. Presented at the 1988 annual conference of the Council on Hotel, Restaurant and Institutional Education Toronto, July 26-31, 1988.

Milman, A. (1988). The Impact of Animal Affinity on Animal Oriented Theme Park Visitation Patterns: A Central Florida Perspective. Presented at the annual conference of the Travel and Tourism Research Association, Montreal, June 19-23, 1988.

Braun B. & **Milman, A.** (1988). Localization Economies in the Theme Park Industry. Presented at the Southern Regional Science Association Meeting, Chapel Hill, NC, April 27-30, 1988.

Milman, A. & Farsad, B. (1987). Corporate/Organizational Culture in the Hospitality Industry. Presented at the 1987 annual conference of the Council on Hotel, Restaurant and Institutional Education Atlanta, August 5-9, 1987.

<u>Other Invited Presentations to Academic Institutions and Professional Organizations</u>:

Milman, A. (2019). Theme Park and Attraction Management Educational Track. Presented at the 2019 IAAPA Expo, IAAPA Foundation Education Roundtable, June 14, 2019, Shanghai, China.

Milman, A. (2018). The Concept of Theming in the Context of Theme Parks and Attractions. Presented to graduate students and faculty, Zhejiang University, June 12, 2018, Hangzhou, China.

Milman, A. (2018). The Concept of Theming. Presented to the top management of OCT (Overseas Chinese Town) Enterprises. June 10, 2018, Shenzhen, China.

Milman, A. (2018). The Future of Theme Parks and Attractions. Presented to the top management of OCT (Overseas Chinese Town) Enterprises. June 10, 2018, Shenzhen, China.

Milman, A. (2018). The role and responsibilities of an industry advisory board in enhancing the theme park management educational experience. Presented at the Educational Roundtable of the International Association of Amusement parks and Attractions (IAAPA), Asian Attraction Expo, June 8, 2018, Hong Kong.

Milman, A. (2018). The Theme Park and Attraction Industry. Presented at the Educational Roundtable of the International Association of Amusement parks and Attractions (IAAPA), Asian Attraction Expo, June 8, 2018, Hong Kong.

Milman, A. (2017). The Theme Parks and Attractions Industry. Presented executives of the Institute of Theme Park Studies in China, November 14, 2017. Orlando, Florida.

Milman, A. (2016). The Guest Experience from Berndt Schmitt's Experiential Marketing Theory. College of Experience, Israel. Presented on December 27, 2016, at the Center for Entrepreneurship School of Business Administration. College of Management Academic Studies (COMAS), Rishon-le-Zion, Israel.

Milman, A. (2016). Managing the Guest Experience in Medical Facilities in Israel. Presented on December 23, 2016, at the Center for Entrepreneurship School of Business Administration. College of Management Academic Studies (COMAS), Rishon-le-Zion, Israel.

Milman, A. (2015). Consumer Behavior in the 21st Century: Managing the Guest Experience in the Era of the Experience Economy. Presented on December 24, 2015, at the Center for Entrepreneurship School of Business Administration. College of Management Academic Studies (COMAS), Rishon-le-Zion, Israel.

Milman, A. (2014). Managing tourism and hospitality operations in the experience economy. Presented at the Villa Blanca Hospitality Professionalnadian School, Innsbruck, Austria, June 3, 2014.

Milman, A. (2014). Methodological Approach to Develop Research Questions and to Gather Consumer Data. Presented at the Management Center Innsbruck's (MCI) Tourismus Department, Innsbruck, Austria, May 29, 2014

Milman, A. (2014). The Concept of Theming and the Global Theme Park Industry. Presented at the NHTV Academy for Leisure, Breda, the Netherlands, May 7, 2014.

Milman, A. (2013). Moderator, Industry leaders' panel - theme parks & attractions, 2nd World Research Summit for Tourism and Hospitality: Crossing the Bridge. Orlando, FL, December 16, 2013.

Milman, A. (2013). The Role of Authenticity in Visiting Theme Parks and Attractions. Presented at the College of Management, Rishon-le-Zion, Israel, October 24, 2013.

Milman, A. (2012). Trends in the Theme Park and Attraction Industry. Latest Trends and Innovations in Tourism series hosted by MODUL University Vienna, December 13, 2012.

Milman, A. (2012). The Disney Management Philosophy. College of Management, Rishon Le Zion, Israel, December 25, 2012.

Milman, A. (2011). The role of postcards in developing a destination image: Examples from Berlin. College of Management, Rishon-le-Zion, Israel, December 23, 2011.

Milman, A. (2011). Fantasies, Emotions, and Fun: The Hospitality Industry and the Experience Economy. Latest Trends and Innovations in Tourism series hosted by MODUL University Vienna. December 16, 2011.

Milman, A. (2011). Theme Parks and Attractions: A Global Perspective. Presented at Shanghai Normal University, Shanghai, China, June 19, 2011.

Milman, A. (2010). Attractions Management: The Role of Theming in Tourism. Latest Trends and Innovations in Tourism series hosted by MODUL University Vienna. May 14, 2010.

Milman, A. (2009). Theme Park and Attractions: A Global Perspective. Latest Trends and Innovations in Tourism series hosted by MODUL University Vienna. May 24, 2009.

Milman, A. (2006). The Disney Way: Managing Reality and Fantasy at Orlando's Theme Parks. Presented to faculty members and industry executives at the Haskaye School of Business, University of Calgary, Alberta, Canada. October 19, 2006.

Milman, A. (2006). Understanding the Tourist Experience. Presented at the Haskaye School of Business, University of Calgary, Alberta, Canada. October 17, 2006.

Milman, A. (2006). The Theme Park and Attraction Industry. Presented at the Academy of Hospitality and Tourism Teacher Retreat, Miami-Dade County Public Schools. September 16, 2006.

Milman, A. (2002). Marketing a Religious Destination: The Example of Temple Square, Salt Lake City, Utah. Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Salt Lake City, UT, October 10-13, 2002.

Milman, A. (2001). Employee Retention: Building a Better Mousetrap. Presented at the Annual Meeting and Tradeshow of the International Association of Amusement Parks and Attractions (IAAPA). Orlando, Florida, November 14, 2001.

Milman, A. (2000). Hourly Employee Retention in Small and Medium Attractions. Presented at the academic roundtable of the Annual Meeting and Tradeshow of the International Association of Amusement Parks and Attractions (IAAPA). Atlanta, GA, November 15-18, 2000.

Milman, A. & Pizam, A**.** (2000). 1999-2000 Academic Characteristics and Faculty Compensation in U.S. Hospitality Management Programs. Presented at the Annual Conference of the Council on Hotel, Restaurant, and Institutional Education (CHRIE), New Orleans, LA, July 19-23, 2000.

Milman, A. (2000). The U.S. Restaurant Industry: Implication for Israel. Presented at the Annual Conference of the Israeli Restaurant Association. Tel-Aviv, Israel, May 31, 2000.

Milman, A. (2000). The Rise and Fall of Themed Restaurants. Presented at the Annual Conference of the Israeli Restaurant Association. Tel-Aviv, Israel, May 31, 2000.

Milman, A. (1999). The Future of Theme Parks and Attractions. Presented at the academic roundtable of the Annual Meeting and Tradeshow of the International Association of Amusement Parks and Attractions (IAAPA). Atlanta, GA, November 17-20, 1999.

Milman, A. (1999). Destination Development in Action: The Example of Orlando Florida. Presented at the meeting of the Association for Research of the Alps (Alpenforschungsinstitut gemn. GmbH), Garmisch-Partenrkirchen, Germany, October 1, 1999.

Milman, A. (1999). The Development of Themes in Tourist Attractions. Presented at the Villa Blanca Hotel School, Innsbruck, Austria, September 30, 1999.

Milman, A. Fried, B**.** & Pizam, A**.** (1998). 1997-1998 Academic Characteristics and Faculty Compensation in U.S. Hospitality Management Programs. Presented at the Annual Conference of the Council on Hotel, Restaurant, and Institutional Education (CHRIE), Miami, FL, July 29-August 2, 1998.

Milman, A. & Pizam, A**.** (1994). 1993-1994 Academic Characteristics and Faculty Compensation in U.S. Hospitality Management Programs. Presented at Annual Conference of the Council on Hotel, Restaurant, and Institutional Education (CHRIE), Palm Springs, CA, July 27-30, 1994.

Milman, A. (1992). Research: The Academic Agenda and Reality: Round 2. Coordinated a panel at the 1991 Annual Conference of the Council on Hotel, Restaurant and Institutional Education (CHRIE), Orlando, FL, July 29-August 2, 1992.

Milman, A. & Pizam, A**.** (1992). 1991-1992 Academic Characteristics and Faculty Compensation in U.S. Hospitality Management Programs. Presented at Annual Conference of the Council on Hotel, Restaurant, and Institutional Education (CHRIE), Orlando, FL, July 29-August 2, 1992.

Milman, A. & Pizam, A**.** (1992). Central Florida as a Strategic Region: The Hospitality Industry Perspective. Presented at the IC2 Conference held at the University of Central Florida, May 28, 1992.

Milman, A. (1991). The Image of Central Florida as a Vacation Destination. Presented at the 45th Annual Conference of AUBER (Association for University Business and Economic Research), St. Petersburg Beach, FL, October 6-9, 1991.

Milman, A. & Pizam, A**.** (1991). Faculty Compensation Survey. Presented at the 1991 Annual Conference of the Council on Hotel, Restaurant and Institutional Education (CHRIE), Houston, TX, July 24-27, 1991.

Milman, A. (1991). Research: The Academic Agenda and Reality. Coordinated and participated in a panel at the 1991 Annual Conference of the Council on Hotel, Restaurant and Institutional Education (CHRIE), Houston, TX, July 24-27, 1991.

Milman, A. & Pizam, A**.** (1990). Faculty Compensation Survey. Presented at the 1990 Annual Conference of the Council on Hotel, Restaurant and Institutional Education, Washington D.C., August 1-4, 1990.

Milman, A. (1989). The outlook for Tourism and Recreation. Presented at the Federation of Tax Administrators' Revenue Estimating and Tax Research Conference, Lake Buena Vista, Florida October 22-25, 1989.

Milman, A. (1989). The Spa Hotel Industry in the U.S. Presented at the International Congress on Health and Recreation Management," Antalya, Turkey, September 16-19, 1989.

Milman, A. & Pizam, A**.** (1989). Hospitality Educators' Salary and Working Conditions Survey. Presented at the 1989 annual conference of the Council on Hotel, Restaurant and Institutional Education Las Vegas, July 26-29, 1989.

Milman, A. & Pizam, A**.** (1987). Hospitality Educators' Salary and Working Conditions Survey. Presented at the 1987 annual conference of the Council on Hotel, Restaurant and Institutional Education Atlanta, August 5-9, 1987.

Milman, A. & Carlisle A.E. (1985). Priorities and Related Perceptions of Presidents of Canadian Companies. Presented at the 8th Biennial Meeting of the Association for Canadian Studies in the U.S., Philadelphia, September 19, 1985.

PROFESSIONAL AFFILIATIONS:

Academic Membership:

Board Member:

International Society of Tourism and Travel Educators, (2002-2006; 2008-2015).

Membership:

- International Association of Amusement Parks and Attractions (IAAPA) (1996-present).
- Council on Hotel Restaurant and Institutional Education (CHRIE) (1985-present).
- Themed Entertainment Association (TEA) (2000-2004).
- Publication Council, International Council on Hotel, Restaurant and Institutional Education (CHRIE) (1992-2000).
- President, Florida/Caribbean CHRIE (1993-94).
- Vice President, Florida/Caribbean CHRIE, (1992-93).
- Secretary, Florida/Caribbean CHRIE, (1992).
- Chair, Projects and Research Committee, International Council on Hotel, Restaurant, and Institutional Education (CHRIE) (1991-1994).
- Chair, Conference Special Events Committee, International Council on Hotel, Restaurant, and Institutional Education (CHRIE) (1991-1992).
- Chair, Search Committee for the editor of the Hospitality & Tourism Educator, International Council on Hotel, Restaurant, and Institutional Education (CHRIE) (1993).
- Tourism and Travel Research Association (TTRA) (1985-2010).
- Projects and Research Committee, International Council on Hotel, Restaurant, and Institutional Education (CHRIE) (1989-1990).
- International Society of Travel and Tourism Educators (ISTTE) (1992-present).
- Association for Canadian Studies in the U.S. (ACSUS) (1991-1996).
- International Academy of Hospitality Research (1992).
- Center for Strategic Studies in Resource Policy (1990).
- Academy of Management (1983-1986).
- Beta Gama Sigma (1993-present).
- Alpha Kappa Psi (1998-present).

Industry Membership:

- Themed Experience and Attractions Academic Network (2018-present).
- IAAPA Foundation Educators Advisory Board (2018-present).

- Founding Faculty and Industry Liaison, Theme Park and Attraction Advisory Board, Rosen College of Hospitality Management (1998-present).

- Orlando/Orange County Convention and Visitor Bureau Research Committee, (1992-2010).

- National Tour Foundation Education Advisory Council Steering Committee (1992-1996).

- Advisory Committee on Tourism for Congressman Jim Bacchus, 11th District, Florida (1991-1992).

- Chair, National Tour Foundation Education Advisory Council's Sub-Committee to Study Profile of Education Institutes offering tourism and travel curriculum, (1993-1996).

- Chair, Orlando/Orange County Convention, and Visitor Bureau Research Committee Florida Resident Survey Sub-Committee (1992).

- Florida Tourism Commission: Statewide Industry Ad Hoc Committee, (1991).

- U.S. Travel Data Center Technical Review Panel for the Travel Economic Impact Model (1989-1990).

PROFESSIONAL SERVICE:

Editorial Collaborations:

Co-editor:

- Themed Experience and Attractions Journal (2019-present).

Editorial Board:

- International Journal of Culture, Tourism, and Hospitality Research (2019- present).

- Journal of Hospitality and Tourism Research (1990-2009, 2016- present).

- Journal of Teaching in Travel and Tourism (1999-present).

- Journal of Travel Research (1992-2007).

- FIU Hospitality Review (1999-2001).

- Journal of Hospitality, Tourism, and Leisure Science (1999-2001).

- Chair, Conference Paper Review Committee, International Society of Travel and Tourism Educators (2009).

Other Editorial Collaborations:

- Paper Editorial Committee*, Themed Experience and Attractions Annual Symposium (2018-present)*.

- Conference Paper Editorial Committee, *International Society of Tourism and Travel Educators (ISTTE)* (1995-present).

- Book Reviewer*: Delmar Publishers, Orell Fusli Publishers, Zurich, Van Nostrand Reinhold*.

- Guest Editor, *Weissmann Travel Reports* (1991).

- Other editorial collaborations: *Service Industry Journal, Southern Management Association, Annals of Tourism Research, Association of Marketing Theory and Practice, Visions in Business and Leisure,* I*nternational Journal of Hospitality Management,* and *International Journal of Contemporary Hospitality Management.*

UNIVERSITY OF CENTRAL FLORIDA SERVICE ACTIVITIES:

University:

Member:

- Library Advisory Committee (2003-current).
- Promotion and Tenure Committee (2005-2007).
- International Affairs Committee (2004-2014).
- Faculty Senate UCF-TIP Oversight Committee (2004-2005).
- Head Librarian Search Committee, Rosen School of Hospitality Management (2003).
- Search Committee for Assistant Director of the Office of International Studies (2001, 2002, 2003).
- Drop for Non-Payment ad-hoc Committee (2001).
- Faculty Senate (1999-2001).
- Undergraduate Policy and Curriculum Committee (1999-2000).
- International Affairs Committee (1999-2001).
- I & R Technical Advisory Committee (1989-1990).
- Alternate Representative, University Admissions, and Standards (1989-1990).

Rosen College/School of Hospitality Management:

Chair**:**

- Student Conduct Ad-hoc Committee (2015-present).
- Sabbatical Award Committee (2015-2017).
- Research Incentive Award Committee (2014-2015).
- Faculty Assembly (2004-2005 and 2005-2006).
- International Relations Committee (2003-2009).
- Search Committee: Department Chair, Department of Tourism, Events, and Attractions (2011).
- Search Committee: Faculty, Department of Tourism, Events, and Attractions (2004-2005, 2005-2006).
- Search Committee: Department Chairs and Caribbean Administrator (2004-2005).

Member:

- College Planning, Advisory, and Assessment Committee (2019- present).
- Tenure and Promotion Committee (2001-2015, 2017- present).
- College Library Liaison (1993-present).
- Bylaws Committee (2018- present).
- Curriculum Committee (2018- present).
- Dean's Transition Committee (2018- present).
- Associate Dean Search Committee (2015, 2010).

- Promotion and Tenure Criteria Committee (2011).

- International Relations Committee (2003-present).

- College Coordinator, Study Abroad Program (2002-present).

- Research Incentive Award (RIA) Committee (2009).

- Associate Dean Search Committee (2008-2010).

- Auxiliary Activities & Facilities Review Committee (2007-2011).

- Sabbatical Criteria Committee (2004-present).

- TIP (Teaching Incentive Program) Selection Committee (2004-2006).

- Graduate Policy and Curriculum Committee (2003-2005).

- Curriculum Development Committee (2001-2006).

College of Business Administration:

Member:

- Cornerstone Class Review Committee (1998-1999).

- International Business Degree Task Force (1997-2000).

- Dean Search Committee (1996-1997).

- Graduate Program Review Committee (1996-2000).

- Ph.D. Program Development Task Force (1994-1995).

- Research Committee (1993-1995).

- Department of Hospitality Management Chair Search Committee (1992).

- Distinguished Lecturer Committee (1987-1988).

- Graduate Programs Committee (1986-1987).

College of Health and Professional Studies:

Member:

- Research Steering Committee (1990-1991).

- Faculty Affairs Committee (1990-1991).

- Research Steering Committee (1989-1990).

Department:

Chair**:**

- Co-chair Search Committee (2018-2019).

- Search Committee (2016, 2015, 2010, 2011).

- Student Conduct Committee (2017).

- Graduate Program Development Committee (1988-1990).

- Study Abroad Program (1996-2007).

Member:

- Sabbatical Award Committee (2018-2019).

- Tenure and Promotion Committee (2010-2017).

- Tenure Progress Evaluation Committee (2016-present).

- Continuous Progress Evaluation (CPE) Committee (2015).

- Promotion and Tenure Committee (2002-present).

- Graduate Program Review Committee (2002-2003).

- Undergraduate Program Review Committee (2002-2003).

- Department Chair Search Committee (1998-1999).

- Department Faculty Search Committees (2000, 1997-98, 1996-97, 1990).

- Department Personnel Committee (1986-1990).

- Department Search Committee for Professorship in Conference and Conventions (1988).

EXECUTIVE DEVELOPMENT AND CONTINUED EDUCATION SEMINARS

The Concept of Theming. OCT Parks Management, Shenzhen, China, June 9, 2018.

Theme Park and Attraction Management. Dubai Parks and Resorts, Training sessions were held in Orlando, Florida, November 2015-January 2016.

The Experience Economy. University of Tel-Aviv Lahav Executive Development Program (December 2014, May 2012, May 2011).

Theme Park and Attraction Management. Kyung Hee University, South Korea summer program. Training sessions were held in Orlando, Florida (July 2010).

Theme Park and Attraction Management. Shanghai Normal University Scholar Program, Shanghai, People's Republic of China. Training sessions were held in Orlando, Florida (July 2009).

Disney International Scholars Program. Training sessions were held in Orlando, Florida (2005-2009).

The Concept of Theming within the Context of Natural Attractions. Delivered to Austrian tourism industry executives. Coordinated by GFB & Partner, Zell-am-Zee, Austria (May 2005).

Product Development in the Theme Park and the Attraction Industry. Delivered to executives of the Tyrol (Austria) Tourism Industry. Coordinated by the Institute of Tourism and Service Economics, University of Innsbruck. (May 2005).

Theme Park and Attraction Management. Delivered to executives at the Escola Superior de Hosteleria e Turismo do Estoril, Portugal. (December 2003).

Hospitality and Tourism Marketing Management. Delivered to executives at the Escola Superior de Hosteleria e Turismo do Estoril, Portugal. (April 2003).

Product Development in the Tourism and Travel Industry. Delivered to executives of the Tyrol (Austria) Tourism Industry. Coordinated by the Institute of Tourism and Service Economics, University of Innsbruck. (May 2000).

Health Tourism: Lessons from the U.S. Experience. Delivered to executives of the Tyrol (Austria) Tourism Industry. Coordinated by the Institute of Tourism and Service Economics, University of Innsbruck. (May 2000).

Theme Park and Attraction Management. Delivered to executives of the Tyrol (Austria) Tourism Industry. Coordinated by the Institute of Tourism and Service Economics, University of Innsbruck. (May 1998).

Principles of Event Management. Delivered to executives of the Tyrol (Austria) Tourism Industry. Coordinated by the Institute of Tourism and Service Economics, University of Innsbruck. (May 1998).

Central Florida Tourism and Hospitality Industry. Delivered to executives of the SangYong Company, Seoul, Korea. (October 1996).

Market Segmentation in the Accommodation Industry: The International Perspective. (Orlando, 1989).

Theme Park Research Colloquium. Developed and moderated the with Helman, Hurley, Charvat, Peacock Architects (Orlando, March 1989).

Strategic Audit of Business Enterprises. (Orlando, 1987).

Making the Sale: Learning and Using Effective Selling Techniques. (Orlando, 1987).

Building Business through Customer Service. (Orlando, 1987).

Effective Telemarketing. (Orlando, 1987).

PROFESSIONAL DEVELOPMENT:

IDL 6543: Interactive Distributed Learning for Technology-Mediated Course Delivery (UCF, Fall 2000).

Institute for Academic Leadership, Florida State University, Department Chairperson Workshop. Howey-in-the-Hills, Florida, June 9-12, 1991 and October 9-13, 1991.

MULTILINGUAL:

Fluent in English, French, and Hebrew. Understanding of Spanish and German.

JOHN T. MURRAY

Assistant Professor
Games and Interactive Media Department
Nicholson School of Communication and Media
University of Central Florida

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Winter Park, FL 32792
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Portfolio: http://lucidbard.com

EDUCATION AND EMPLOYMENT HISTORY

Academic Appointments

Assistant Professor (2018 to Present)

Games and Interactive Media Department, Nicholson School of Communication and Media, University of Central Florida.

Education

2018	**Ph.D.** Computer Science, University of California, Santa Cruz. **Dissertation:** Telltale Hearts: Encoding Cinematic Choice-Based Adventure Games **Co-Advisors:** Michael Mateas and Noah Wardrip-Fruin **Committee:** Katherine Isbister
2018	**M.S.** Computer Science, University of California, Santa Cruz. **Thesis:** Annotating Player Experience in Telltale Games The Wolf Among Us **Co-Advisors:** Noah Wardrip-Fruin and Michael Mateas, **Reader:** Katherine Isbister
2010	**B.S.** Computer Science. University of Maryland, College Park.
2009	**B.S.** Digital Narratives. University of Maryland, College Park.

Related Experience

2014 - 2018	**CTO,** Seebright, Inc. Santa Cruz, CA.
2012 - 2014	**CEO**, Seebright, Inc. Santa Cruz, CA.
2012 - 2013	**Research Assistant.** "Crowd Sourced Help with Emergent Knowledge for Optimized Formal Verification." DARPA-Funded, University of California, Santa Cruz.
2012 - 2013	**Online Course Author.** Academy of Art University, San Francisco, CA
2011 - 2012	**Teaching Assistant**, University of California, Santa Cruz, CA
2010	**Instructor,** Academy of Art University, San Francisco, CA.
2009	**Summer Graduate Assistant.** University of Maryland Institute for Advanced Computing Studies Center for Bioinformatics & Comp. Biology.

PUBLICATIONS

Books

Salter, A.; **Murray, J**. (2014). *Flash: Building the Interactive Web*. Platform Studies Series, MIT Press. (Peer reviewed).
  Reviewed in ACM Computing Reviews (February 2015).
  Shortlisted for the N. Kate Hayles Electronic Literature Award (August 2015).

Manuscripts in Progress

Reed, A.; **Murray, J**.; Salter, A. (under contract at Bloomsbury) "Adventure Games: Playing the Outsider."

Book Chapters

Salter, A. and **Murray, J**. (Accepted pending contract). "ELit After Flash: The Rise (and Fall) of a 'Universal' Platform." *Electronic Literature: Contexts, Forms, and Practices*. Edited by James O'Sullivan and Dene Grigar. (Editor reviewed)

Conference Proceedings

Murray, J.; Mateas, M.; Wardrip-Fruin, N. (2017). "Proposal for analyzing player emotions in an interactive narrative using story intention graphs." In *Proceedings of the 12th International Conference on the Foundations of Digital Games 2017,* Hyannis, MA, Aug. 14-17. ACM. (Peer reviewed)

Salter, A.; **Murray, J**. (2014). "Marking New Ground: Flash, HTML5 and the Future of the Web Arcade." In *Foundations of Digital Games*. Fort Lauderdale, FL April 3-7, 2014. (Peer reviewed)

Logas, H., Whitehead, J., Mateas, M., Vallejos, R., Scott, L., **Murray, J**., Compton, K., Osborn, J.C., Salvatore, O., Shapiro, D.G. and Lin, Z., 2014. "Xylem: The Code of Plants." In *Foundations of Digital Games*. Fort Lauderdale, FL April 3-7, 2014. (Peer reviewed)

Logas, H.; Whitehead, J.; Mateas, M.; Vallejos, R.; Scott, L.; Shapiro, D.; **Murray, J.;** Compton, K.; Osborn, J.; Salvatore, O.; Lin, Z.; Sanchez, H.; Shavlovsky, M.; Cetina, D.; Clementi, S.; Lewis, C. (2014). "Software Verification Games: Designing Xylem, The Code of Plants." In *Foundations of Digital Games*, Fort Lauderdale, FL April 3-7, 2014. (Peer reviewed)

Murray, J. (2013). "Collaborative Procedurally Elaborated Storytelling" In *Doctoral Consortium, Foundations of Digital Games,* Chania, GR. 14-17 May. (Peer reviewed)

Other Publications

Salter, A.; **Murray, J**. (2014). "How Flash Games Shaped the Internet." *The Atlantic: Tech.* November 29. <http://www.theatlantic.com/technology/archive/2014/11/how-flash-games-shaped-the-internet/383136/>

Murray, J. (2011): "Kinecting the Dots: The Kinect's Recent SDK Launch", ProfHacker, Chronicle of Higher Education. August 17.
<http://www.chronicle.com/blogs/profhacker/kinecting-the-dots-the-kinects-recent-sdk-launch/35428>

PATENTS

Issued Patents

2016, **Murray, J.;** Michels, D.; Lachman, R.; Head Mounted Display with Remote Control. US Patent App. 14/177,208
>Adds the idea of a remote control to original design.

2016, Compton, K.; **Murray, J.;** Michels, D.; Head mounted display for viewing three dimensional images. US Patent App. 13/667,200
>Head-mounted features & lens generalizations including Fresnel over original configuration

Patent Applications

2016. **Murray, J.;** Compton, C.; Head Mounted Display with Lens. US Patent App. 15/269,476. Status: Pending Non-Provisional, Filed September 19. Published January 19, 2017.
>Broaden initial HMD patent to not need remote control and cover different orientations

2016. **Murray, J.** Device and Methods for Augmented Reality Viewing For a Plurality of Display Sizes. US Patent App. 62/337,379. Status Expired Provisional. Filed September 2

2016. **Murray, J.;** Rossi, R.; Eckhardt, S. Methods and apparatus for reflected display of images. US Patent App. 14/988,615. Status: Pending, Non-provisional Filed January 5
>Alternative three-curved mirror configuration that fits in a smaller form factor

2015. **Murray, J.;** Rossi, R.; Eckhardt, S.; Methods and apparatus for reflected display of stereoscopic images. US Patent App. 62/099,581. Filed January 15. Status: Expired provisional

2014. **Murray, J.** Remote Control for Head Mounted Display. Filed March 18. Expired Provisional.
>Simple remote control for HMDs

2014. **Murray, J.;** Michels, D.; Lachman, R.; Head Mounted Display with Remote Control. Chinese Patent Application No. 201410238807.9. Status: Pending Non-provisional
>Chinese filing for US Patent App. 14/177,208

2014. **Murray, J.;** Michels, D.; Lachman, R.; Head Mounted Display with Remote Control. European Patent No 1 4170773.7. Status: Pending Non-provisional.
>European filing for US Patent App 14/177,208

CONFERENCES AND TALKS

Invited Talks and Keynotes

Murray, J. (2017). "Augmented Reality." York University, Toronto, Ontario, Canada. October 12.

Murray, J. (2016). "Reality Media." CableLabs Winter Conference, Orlando, FL, Feb. 10.

Murray, J. (2014). "Deep Interaction for Augmented Experience." Inside AR, Munich, Germany, October 29.

Peer Reviewed Conference Presentations

Murray, J. (2018). Fairfax, VA. "Quantifying Reader Response: Towards a Mixed Reading of Media Experiences". Computers and Writing. May 24-27.

Murray, J. (2018). Toronto, Ontario, Canada. "Disarming Grendel: Analyzing an Ethical Dilemma in Telltale's 'The Wolf Among Us' Episode 1". March 14-18.

Murray, J.; Mateas, M.; Wardrip-Fruin, N. (2017). "Proposal for analyzing player emotions in an interactive narrative using story intention graphs." In *Foundations of Games 2017,* Hyannis, MA, Aug. 14-17. ACM. (Peer reviewed)

Murray, J.; (2017). "What is Chosen: Rethinking Choice-based Narrative Games Traversals". Electronic Literature Association Conference, Porto, Portugal, July 18-20.

Murray, J. (2016). "Methods of Interrogation: Sensemaking Interfaces in Electronic Literature Mysteries." Victoria, B.C., Canada, June 10-12

Murray, J. (2016). "Toward Analyzing Semantic Structures in Choice-Based Games." Exploring New Approaches to Narrative Modeling and Authoring Workshop. 9th International Conference on Interactive Digital Storytelling. Los Angeles, CA. Nov 15-18

Murray, J. (2013). "Open and Closed: Emerging Augmented Reality Bridge Platforms" Popular Culture Association, Washington, DC. March 23-30

Murray, J. (2012). "Towards Collaborative Storytelling with Augmented Reality." Authoring Solutions for Augmented Reality Workshop. International Symposium on Mixed and Augmented Reality, Atlanta, Georgia. Nov. 5-8

Murray, J.; Garbe, J. (2012). "Reading Augmented Spaces and the Dimensions That Define Them" Electronic Literature Organization Conference, Morgantown, West Virginia, June 20-23

Salter, A.; **Murray, J.** (2012). "Being Harry Potter: Playing at Wizardry Across Platforms." Ascendio: A Harry Potter Symposium, Orlando, Florida, July 12-15.

Murray, J. (2011). "Tolkien Transmediation: The Alchemy of Modern Roleplaying" International Conference for the Fantastic in the Arts, Orlando, Florida, March 15-19.

Workshops Taught

Murray, J. Sun, I. (2017). "Young Inventor's Augmented Reality Workshop" York University, Canada. Oct. 13-14.

Murray, J. (2016). "Textual Interfaces in Virtual and Augmented Reality." Electronic Literature Organization Conference, Victoria, Canada, June 10-12.

Murray, J. Garbe, J. (2012). "Augmented and Alternate Reality Design Patterns." Workshop on Mixed Reality Games, Computer Supported Collaborative Work Conference, Seattle, WA. Feb. 11-15.

CREATIVE ACTIVITY

Exhibits

Marino, M.; **Murray, J.;** Rock, J. (2017). "Salt Immortal Sea" Exhibited at the Mosteiro São Bento da Vitória at the Electronic Literature Festival, Porto, Portugal, July. (Juried)
> iPad-based narrative game fusing choice-based narrative and computer-controlled LEDs that charts the experience of being a refugee and compares it with ancient Greek myths. Story architecture, software development and hardware design & implementation.

Murray, J; Salter, A. (2015). "From Beyond." *Hybridity and Synesthesia* exhibition at the Electronic Literature Organization Media Arts Show, Bergen, Norway, August. (Juried)
> Digital-physical hybrid interface installation featuring an original Ouija board variant.
> Discussed by Robert Fletcher in "Digital Ekphrasis and the Uncanny: Toward a Poetics of Augmented Reality," Electronic Book Review, March 15, 2017.

Salter, A.; **Murray, J.** (2014). "View from Within." (Virtual reality headset version) *Hold the Light* exhibition at the Electronic Literature Organization Media Arts Show, June 18-12. (Juried)
> Infinite canvas comic using over five hundred original image files to craft a continuous single-panel narrative, explored through a Unity application running on a virtual reality headset prototype.

Salter, A.; **Murray, J.** (2014). "View from Within." (Mac version) Displayed at the SVAD Faculty Art Show, UCF, October.

GRANTS AND FELLOWSHIPS

External

2012-2013. **DARPA. Contributor.** Co-PIs Jim Whitehead and Michael Mateas. "Crowd Sourced Help with Emergent Knowledge for Optimized Formal Verification." University of California, Santa Cruz.

Internal

2010 **Doctoral Fellowship**, University of California, Santa Cruz

2009 **IVSP Grant**. University of Maryland, College Park.

AWARDS AND HONORS

2017-2019 **HASTAC Scholar**. Sponsor: Caitlin Fisher

TEACHING

Instructor

DIG 4013 **Game Design**, Fall 2018

DIG 4020 **Casual Game Production**, Fall 2018

Co-Teaching

CMPS 179 **Kinect Game Design Practicum**, Spring 2012

Teaching Assistant, University of California, Santa Cruz (2011-2012)

CMPS 160 **Artificial Intelligence**, Bob Levinson, Winter 2012

CMPS 140 **Computer Graphics**, James Davis, Fall 2011
CMPS 80K **Fundamentals of Game Design**, Noah Wardrip-Fruin, Spring 2011

Guest Lecturer (2017)

2017. Future Cinema 1, York University, Toronto, Canada. Oct 12
Lecture: Augmented Reality Development with Unity

Instructor, Academy of Art University, San Francisco, CA 2010

WNM 801-11.OL1 Group Directed Study: Scripting, Spring 2010
WNM 801-11.OL1 Group Directed Study: Scripting, Summer 2010

Curriculum Design (Academy of Art)

WNM-811: Scripting 1: Fundamentals.
WNM-812: Scripting 2: Interactivity & Web Services.
WNM-813: Scripting 3: Mobile Applications & Data Management.

Advisees, Directed Study

Judi Tomrich, MFA Student, Academy of Art University, Summer 2010

SERVICE

Profession

2017. Peer Reviewer, International Conference on Interactive Digital Storytelling.
2016. Peer Reviewer, International Conference on Interactive Digital Storytelling.
2015. Peer Reviewer, Electronic Literature Organization Conference

TECHNICAL SKILLS

Programming Languages
JavaScript, C++, ActionScript, C#, Lisp, Python, PHP, UnityScript, Java, TypeScript, Prolog

Markup Languages
HTML5, XML, CSS

Database Environments
MongoDB, MySQL, PostgreSQL

Game Design and Development
Twine, Unity3D, Adobe Flash / Animate, Adobe Edge, Game Maker, Scratch, Ink

Tison Pugh
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Trevor Colbourn Hall 251C
University of Central Florida
Orlando, FL 32816-1346
(407) 446-9897
tison.pugh@ucf.edu

EDUCATION

Ph.D.   English Literature, University of Oregon, 2000

   Dissertation: *Play and Game in* Sir Gawain and the Green Knight *and* Troilus and Criseyde (Co-Chairs: Martha Bayless and Clare Lees)

M.A.   English Literature, University of Oregon, 1996

M.Ed.   Secondary English Education, University of Massachusetts at Amherst, 1993

B.A.   English Literature, State University of New York, College at Purchase, 1991 (cum laude)

POSITIONS

• Pegasus Professor, Department of English, University of Central Florida, 2019-Present; Professor 2011-19; Associate Professor 2006-11; Assistant Professor 2001-06

• Director of Minor Program in Medieval and Renaissance Studies, University of Central Florida, 2006-Present.

• President, Southeastern Medieval Association, 2013-15; Vice-President, 2011-13

• Editor, *UCF Undergraduate Research Journal*, 2009-15

• Director of Ph.D. Program in Texts & Technologies, Department of English, University of Central Florida, 2008-11

• Director of Undergraduate Studies, Department of English, University of Central Florida, 2006-07

• Lecturer in the Humanities Core Course, University of California at Irvine, 2000-01

• Graduate Teaching Fellow and Assistant Director of Composition, University of Oregon, 1995-2000

BOOKS

Harry Potter and Beyond: On J. K. Rowling's Fantasies and Other Fictions. University of South Carolina Press. Under contract.

Chaucer's Losers, Nintendo's Children, and Other Forays in Queer Ludonarratology. University of Nebraska Press, 2019.

The Queer Fantasies of the American Family Sitcom. Rutgers University Press, 2018.

Precious Perversions: Humor, Homosexuality, and the Southern Literary Canon. Louisiana State University Press, 2016.

Chaucer's (Anti-) Eroticisms and the Queer Middle Ages. Ohio State University Press, 2014.

Truman Capote: A Literary Life at the Movies. University of Georgia Press, 2014.

Queer Chivalry: Medievalism and the Myth of White Masculinity in Southern Literature. Louisiana State University Press, 2013.

An Introduction to Geoffrey Chaucer. University Press of Florida, 2013.

Medievalisms: Making the Past in the Present. Co-written with Angela Jane Weisl. Routledge, 2013.

Innocence, Heterosexuality, and the Queerness of Children's Literature. Routledge, 2011.

Sexuality and Its Queer Discontents in Middle English Literature. Palgrave Macmillan, 2008.

Queering Medieval Genres. Palgrave Macmillan, 2004.

EDITED VOLUMES and TEXTBOOKS

Pugh, Tison, ed. *Queering the South on Screen*. University of Georgia Press. Under contract.

Pugh, Tison, and Miriamne Krummel, eds. *Jews in Medieval England: Teaching Representations of the Other*. Palgrave Macmillan, 2017.

Pugh, Tison, and Kathleen Coyne Kelly, eds. *Chaucer on Screen: Absence, Presence, and Adapting the* Canterbury Tales. Ohio State University Press, 2016.

Pugh, Tison, Noah Guynn, Patricia Clare Ingham, Peggy McCracken, and Elizabeth
    Scala, eds. *Exemplaria: Medieval / Early Modern / Theory*. Vols. 21 (2009) – 27
    (2015).

Pugh, Tison, and Margaret E. Johnson. *Literary Studies: A Practical Guide*. Routledge,
    2014.

Pugh, Tison, and Susan Aronstein, eds. *The Disney Middle Ages: A Fairy-Tale and
    Fantasy Past*. Palgrave Macmillan, 2012.

Pugh, Tison, and Kathleen Coyne Kelly, eds. *Queer Movie Medievalisms*. Ashgate, 2009.

Pugh, Tison, and Marcia Smith Marzec, eds. *Men and Masculinities in Chaucer's* Troilus
    and Criseyde. D. S. Brewer, 2008.

Pugh, Tison, and Lynn T. Ramey, eds. *Race, Class, and Gender in "Medieval" Cinema*.
    Palgrave Macmillan, 2007.

Pugh, Tison, and Angela Jane Weisl, eds. *Approaches to Teaching Chaucer's* Troilus and
    Criseyde *and the Shorter Poems*. Modern Language Association, 2007.

Pugh, Tison, and Keith S. Folse. *Greater Essays*. Houghton Mifflin, 2006.
    2nd ed. *Great Writing, Volume 5: Greater Essays*. Heinle, 2010.
    3rd ed. *Great Writing, Volume 5: From Great Essays to Research*. National
        Geographic Learning / Cengage, 2015.
    5th ed. *Great Writing, Volume 5: From Great Essays to Research*.National
        Geographic Learning, 2020. (*No 4th edition*.)

EXTERNAL RESEARCH GRANTS AND AWARDS

• The Teaching Literature Book Award, for *Jews in Medieval England: Teaching
    Representations of the Other*, 2019. (An international award bestowed biennially
    and hosted by Idaho State University.)

• The Popular Culture Association John Leo and Dana Heller Award for the Best Work in
    LGBTQ Studies, for *The Queer Fantasies of the American Family Sitcom*, 2019.

• Council of Editors of Learned Journals Phoenix Award for Significant Editorial
    Achievement. Co-Awardees Noah Guynn, Patricia Ingham, Peggy McCracken,
    and Elizabeth Scala, for *Exemplaria: A Journal of Theory in Medieval and
    Renaissance Studies*, 2011.

• Southeastern Medieval Association Award for Scholarly Achievement, 2011.

• National Endowment for the Humanities, Summer Institute on "Representations of the

'Other': Jews in Medieval Christendom." Oxford Centre for Hebrew and Jewish Studies. Director, Irven Resnick. Summer 2010 ($3700).

• National Endowment for the Humanities, Summer Institute on Anglo-Saxon England. Trinity College, Cambridge. Director, Paul Szarmach. Summer 2004 ($3700).

• American Folklore Society Award for Best Published Gay and Lesbian Article of the Year for "'It's Just My Job to Be Out': Tenure Stories of Lesbian, Gay, and Bisexual Academics," 1998.

INTERNAL RESEARCH GRANTS AND AWARDS

• UCF Pegasus Professor Designation, 2019.

• UCF Faculty Authors' Celebration Award, 2018.

• UCF Research Incentive Award, 2016, 2011, and 2006.

• UCF Scroll & Quill Society, Inducted member, 2016.

• UCF Sabbatical Leave (Competitive), Fall 2014 and Spring 2008.

• UCF College of Arts and Humanities Excellence in Research Award, 2012.

• UCF Learning Institute for Elders Competitive Grant ($550), 2012.

• UCF College of Arts and Humanities Research Incentive and Development Award, 2011 (Type 2, $4965).

• UCF College of Arts and Humanities Distinguished Researcher Award, 2007.

• UCF Office of Sponsored Research In-House Award, 2003 ($7500).

TEACHING AWARDS

• UCF Teaching Incentive Program Award, 2018, 2013, and 2006.

• UCF Scholarship of Teaching and Learning Award, 2011 and 2006.

• UCF College of Arts and Humanities Excellence in Undergraduate Teaching Award, 2016 and 2009.

• UCF College of Arts and Sciences Excellence in Undergraduate Teaching Award, 2004.

• Certificate of Appreciation for Teaching Excellence, University of California at Irvine, 2001.

• University of Oregon Composition Program Award for Excellence in the Teaching of Argumentative Writing, 1998.

PEER-REVIEWED ARTICLES

"Excremental Desire, Queer Allegory, and the Disidentified Audience of *Mankind*." *Journal of English and Germanic Philology*. Accepted for publication; forthcoming.

"Performative Typology, Jewish Genders, and Jesus's Queer Romance in the York Corpus Christi Plays." *New Medieval Literatures*. Accepted for publication; forthcoming.

"The Cool and the Queer in Bugs Bunny's Middle Ages." *Studies in Medievalism* 28 (2019): 33-40.

"Edward Albee's Sadomasochistic Ludonarratology in *Who's Afraid of Virginia Woolf?*" *Journal of American Drama and Theatre* (CUNY) 31.1 (2018).

"Interracial Homosexuality and the White Southern Phallus in Kevin Sessums's *Mississippi Sissy*." *QED: A Journal in GLBTQ Worldmaking* 5.2 (2018): 33-52.

"The Queer Narrativity of the Hero's Journey in Nintendo's *The Legend of Zelda* Video Games." *Journal of Narrative Theory* 48.2 (2018): 225-51.

"Conservative Narrativity, Queer Politics, and the Humor of Gay Stereotypes in *Modern Family*." *Camera Obscura* 32.3 (2017): 1-31.

"Gender, Vulgarity, and the Phantom Debates of Chaucer's *Merchant's Tale*." *Studies in Philology* 114.3 (2017): 473-96.

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Review of Derek Neal's *The Masculine Self in Late Medieval England*. *Sixteenth Century Journal* 41.4 (2010): 1267-68.

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Review of Jeffrey Jerome Cohen's *Medieval Identity Machines. Arthuriana* 14.2 (2004): 88-89.

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INTERNATIONAL REFEREED CONFERENCE PRESENTATIONS

"Sodomy, Allegory, and Queer Historiography in John Bales Interludes." 54th International Congress on Medieval Studies. Kalamazoo, MI. 9-12 May 2019.

"Orlando: Theme Park Medievalisms" and Respondent to "Gawain at Play: Ambiguous Reading and Performance in the *Pearl* Manuscript." 52nd International Congress on Medieval Studies. Kalamazoo, MI. 11-14 May 2017.

"Queering Eden in Chaucer's *Merchant's Tale*." 50th International Congress on Medieval Studies. Kalamazoo, MI. 14-17 May 2015.

"Chaucer's Queerly Erotic God." Nineteenth Biennial Congress of the New Chaucer Society. Reykjavik, Iceland. 16-20 Jul. 2014.

"Ellen Gilchrist's *The Annunciation* and the Queer Future of Chivalric Masculinities" and "Are We Post-Queer? A Roundtable on the Present and Future of Queer Theory in Medieval Studies." 48th International Conference on Medieval Studies. Kalamazoo, MI. 9-12 May 2013.

"Necrotic Erotics in Chaucerian Romance: Loving Women and Loving Death in the *Knight's Tale* and *Troilus and Criseyde*." Eighteenth Biennial Congress of the New Chaucer Society. Portland, OR. 23-26 Jul. 2012.

"Loving Lost Children in Chaucer's *Clerk's Tale*." 47th International Congress on Medieval Studies. Kalamazoo, MI. 10-13 May 2012.

"Selling Chaucer in Contemporary Mystery Fiction: Genre, Medievalism, and the Pleasure of Degenerate Forms." 45th International Congress on Medieval Studies. Kalamazoo, MI. 13-16 May 2010.

"Chaucer's Queer Melancholy in Michael Powell and Emeric Pressburger's *A Canterbury Tale*." 44th International Congress on Medieval Studies. Kalamazoo, MI, 7-10 May 2009.

"Chaucer's Menage à Morts." 124th Annual Convention of the Modern Language Association. San Francisco, CA. 27-30 Dec. 2008.

"From Boys to Men to Hermaphrodites to Eunuchs: Queer Formations of Romance

Masculinity and the Hagiographic Death Drive in *Amis and Amiloun*" and "*Exemplaria*: A Twenty-Year Retrospective." 43rd International Congress on Medieval Studies. Kalamazoo, MI. 8-11 May 2008.

"Satirizing Queer Brotherhood in the Chaucerian Corpus." 42nd International Congress on Medieval Studies. Kalamazoo, MI. 10-13 May 2007.

"Abandoning Desires, Desiring Readers, and the Divinely Queer Triangle of *Pearl*." 41st International Congress on Medieval Studies. Kalamazoo, MI. 4-7 May 2006.

"Troilus's Masochism, Courtly Desires, and the Pleasures of the Text in *Troilus and Criseyde*" and "Teaching Anglo-Saxon Texts and Technology." 40th International Congress on Medieval Studies. Kalamazoo, MI. 5-8 May 2005.

"Approaches to Teaching Chaucer's *Troilus and Criseyde*" and "Approaches to Teaching Chaucer's Shorter Poems." 39th International Congress on Medieval Studies. Kalamazoo, MI. 6-9 May 2004.

"Chaucerian Fabliaux, Cinematic Fabliau: Pier Paolo Pasolini's *I racconti di Canterbury*." 38th International Congress on Medieval Studies. Kalamazoo, MI. 8-11 May 2003.

"Queering Genres, Battering Males: The Wife of Bath's Narrative Violence." 78th Annual Meeting of the Medieval Academy of America. University of Minnesota at Minneapolis. 10-12 Apr. 2003.

"Reluctant Masochism, Queering Desires, and the Sadistic Godgames of *Sir Gawain and the Green Knight*." 118th Annual Convention of the Modern Language Association. New York, NY. 27-30 Dec. 2002.

"Chaucer's Queer Fabliaux." 37th International Congress on Medieval Studies. Kalamazoo, MI. 2-5 May 2002.

"The Game of Identity in *Sir Gawain and the Green Knight*." 35th International Congress on Medieval Studies. Kalamazoo, MI. 4-7 May 2000.

"Dante's Poetics of Corruption: Cantos XV and XVI of the *Inferno*." 34th International Congress on Medieval Studies. Kalamazoo, MI. 6-9 May 1999.

"Desire, the Body, and Christian Inversion in the Poetry of Baudri of Bourgueil." 33rd International Congress on Medieval Studies. Kalamazoo, MI. 7-10 May 1998.

"Love's Behynde: Pandarus's Constructions of Queer Desire in Chaucer's *Troilus and Criseyde*." 32nd International Congress on Medieval Studies. Kalamazoo, MI. 8-11 May 1997.

NATIONAL REFEREED CONFERENCE PRESENTATIONS

"Queer Memories in Medieval Morality Plays." Rocky Mountain Medieval and
Renaissance Association and Medieval Association of the Pacific April 2018 Joint
Conference. Las Vegas, NV. 12-14 Apr. 2018.

"Holy Excrement and Carnivalesque Allegory in *Mankind*." Twenty-First New College
Conference on Medieval and Renaissance Studies. Sarasota, FL. 8-10 Mar. 2018.

"Saints and Sinners Reading Series" and "Looking for Laughs: Where's the Fun in
That?" Saints and Sinners Literary Festival. New Orleans, LA. 1-3 April 2016.

"Williams and Camp." The 21st Annual Tennessee Williams Scholars Conference. The
Williams Research Center. New Orleans, LA. 1 Apr. 2016.

"Truman and Tenn." The Nineteenth Annual Tennessee Williams Scholars Conference.
The Williams Research Center. New Orleans, LA. 21 Mar. 2014.

"Best Practices in Undergraduate Research Journals: Examples from the University of
Central Florida." Council on Undergraduate Research Thirteenth National
Conference. Weber State University, Ogden, Utah. 19-22 Jun. 2010.

"Queer History and the Quest for Timelessness in Robert Penn Warren's *A Place to
Come To*." Sixteenth New College Conference on Medieval and Renaissance
Studies. Sarasota, FL. 6-8 Mar. 2008.

"Engendering the Parodic Quest: The Pedagogy of Genre Parody in Medieval Quest
Literature." Seventh Annual Conference on Teaching Medieval Literature:
Teaching the Quest. Georgia Perimeter College. Lawrenceville, GA. 2-3 Mar.
2007.

"Squire Jankyn's Legs and Feet: Physiognomy, Social Class, and Fantasy in the *Wife of
Bath's Prologue* and *Tale*." Fifteenth New College Conference on Medieval and
Renaissance Studies. Sarasota, FL. 9-11 Mar. 2006.

"Abandoning *Pearl:* Reading and the Erotics of Submission." Fourteenth New College
Conference on Medieval and Renaissance Studies. Sarasota, FL. 11-13 Mar.
2004.

"Teaching *Sir Gawain and the Green Knight* through the Semiotics of Cruelty." Third
Annual Conference on Teaching Medieval Literature. Kennesaw State University,
GA. 28 Mar. 2003.

"Chaucer and Genre: A Teaching Model for the Upper-Level Undergraduate Course."

Teaching Medieval Literature Conference. Kennesaw State University, GA. 5 Apr. 2002.

"God's Game in *Sir Gawain and the Green Knight*." Thirteenth New College Conference on Medieval and Renaissance Studies. Sarasota, FL. 14-16 Mar. 2002.

"Homosocial Aggression and Queer Anxiety in Chaucer's Fabliaux." Eighth Citadel Conference on English Literature. Charleston, SC. 7-9 Feb. 2002.

"The Historically Social Body of Margery Kempe." Second Fifteenth-Century Studies Conference of the Richard III Society. University of Illinois, Urbana-Champaign. 3-5 May 1998.

REGIONAL REFEREED & INVITED CONFERENCE PRESENTATIONS AND LECTURES

"Performative Typology and Jesus's Queer Romance in the York Corpus Christi Cycle." 44th Annual Conference of the Southeastern Medieval Association. University of the Bahamas, Nassau. 8-10 Nov. 2018.

"Queer Medievalisms in the U. S. South." Invited Lecture. University of North Carolina, Greensboro, 16 Oct. 2018.

"Queer Medievalisms: A Case Study of King Arthur, Medieval Humor, and *Monty Python and the Holy Grail*." Invited Lecture. Appalachian State University, Boone, NC, 15 Oct. 2018.

"Excremental Desire, Carnivalesque Humor, and Queer Allegory in *Mankind*." 43rd Annual Conference of the Southeastern Medieval Association. The Citadel and Charleston College. 16-18 Nov. 2017.

"Queer Medievalisms in the U. S. South." Simpson Program in Medieval Studies Lecture. University of Mary Washington, Fredericksburg, VA, 3 Apr. 2017.

"Simulation of a Simulation of a Simulation: Orlando's Oversaturated Medievalisms." 42nd Annual Conference of the Southeastern Medieval Association. University of Tennessee, Knoxville. 6-8 Oct. 2016.

"Chaucer's Knight/Clerk Debates and the Queer Structure of the *Canterbury Tales*" and "Roundtable: Academic Publishing Workshop for Graduate Students." 41st Annual Conference of the Southeastern Medieval Association. University of Central Arkansas, Little Rock, AR. 22-24 Oct. 2015.

"Gender, Vulgarity, and the Five (or Six) Debates of Chaucer's *Merchant's Tale*" and

"Roundtable: Academic Publishing Workshop for Graduate Students." 40th Annual Conference of the Southeastern Medieval Association. Clayton State University and University of West Georgia, Atlanta, GA. 16-18 Oct. 2014.

"Queer Medievalism in the U.S. South." Plenary Lecture for the 39th Annual Conference of the Southeastern Medieval Association. Appalachian State University, NC. 3-5 Oct. 2013.

"The Phantom Children of Chaucer's *Knight's Tale* and *Troilus and Criseyde*." 38th Annual Conference of the Southeastern Medieval Association. University of Southern Mississippi. 18-20 Oct. 2012.

"Chaucer's Erotic God." 37th Annual Meeting of the Southeastern Medieval Association. Agnes Scott College. 13-15 Oct. 2011.

"Dumbledore's Queer Ghost: Homosexuality and Its Heterosexual Afterlives in J. K. Rowling's *Harry Potter* Novels." Emory and Henry College, Emory, Virginia, 7 Feb. 2011, and New College, Sarasota, FL. 22 Oct. 2010. Invited Lecture.

"Chaucer, Iconicity, and Empty Signifiers." 36th Annual Meeting of the Southeastern Medieval Association. Roanoke, VA. 18-20 Nov. 2010.

"Cinematic Melancholia in Powell and Pressburger's *A Canterbury Tale*." 35th Annual Meeting of the Southeastern Medieval Association. Vanderbilt University, Nashville, TN. 15-17 Oct. 2009.

"Best Practices in Undergraduate Research Journals." Second Annual Florida Statewide Symposium: Engagement in Undergraduate Research. University of Central Florida, Orlando. 25-26 Sept. 2009.

"A Publication Workshop for Graduate Students in English." University of South Carolina, Department of English. Columbia, SC. 7 Nov. 2008.

"Sean Connery's Star Persona and the Queer Middle Ages." 32nd Annual Meeting of the Southeastern Medieval Association. University of Mississippi, Oxford. 11-14 Oct. 2006.

"'He nedes moot unto the pley assente': Queer Fidelities and Contractual Hermaphroditism in Chaucer's *Clerk's Tale*." The Florida Medievalist Inaugural Meeting. University of South Florida, Tampa. 18-19 Nov. 2005.

"Queering the Medieval Dead: History, Horror, and Masculinity in Sam Raimi's *Evil Dead Trilogy*." 31st Annual Meeting of the Southeastern Medieval Association. Daytona Beach, FL. 29 Sept.-1 Oct. 2005.

"Phallus, Lesbian Phallus, and Mutual Phallus: The Permutations of Ideological Privilege

in *Eger and Grime*." 30th Annual Meeting of the Southeastern Medieval Association. College of Charleston, SC. 14-16 Oct. 2004.

"Passivity, the Conquered Reader, and the Shock of Narrative in Chaucer's *Troilus and Criseyde*." 73rd Annual Meeting of the South Atlantic Modern Language Association. Atlanta, GA. 14-16 Nov. 2003.

"Fabliau, Filth, and Film: Pier Paolo Pasolini's *The Canterbury Tales*." Invited Lecture at the Florida Southern College Medieval Symposium, Lakeland. 31 Oct. 2003.

"The Wife of Bath's Border Crossings: Romance, Fabliau, and the Perilous Pleasures of Genre." 28th Annual Meeting of the Southeastern Medieval Association. Florida State University, Tallahassee. 26-28 Sept. 2002.

"Fabliau versus Romance: The Wife of Bath's Battle of Genres." Invited Lecture at the Florida Southern College Medieval Symposium, Lakeland. 26 Oct. 2001.

"Troilus and the Game of Love That Must Be Lost." 27th Annual Meeting of the Southeastern Medieval Association. New Orleans, LA. 18-20 Oct. 2001.

"The Green Knight's Laughter: Finding the Self in *Sir Gawain and the Green Knight*." Annual Meeting of the Medieval Association of the Pacific. Claremont Graduate University. 12-14 Mar. 1999.

TEACHING AND ADMINISTRATIVE EXPERIENCE

DIRECTOR OF MINOR PROGRAM IN MEDIEVAL AND RENAISSANCE STUDIES
University of Central Florida (2006-Present)
Spearheaded initiative for a Minor Program in Medieval and Renaissance Studies. Successfully wrote proposal, which was approved through the state level. Recruited students and facilitated student organization. Worked with faculty in a variety of disciplines to build curriculum for the Minor.

EDITOR, *UCF UNDERGRADUATE RESEARCH JOURNAL*
Office of Undergraduate Research, University of Central Florida (2009-15)
Encouraged undergraduate research and publication of pre-professional scholarship. Assisted students throughout the writing and revision process. Offered workshops on successful publication strategies. Edited all essays for publication.

DIRECTOR OF PH.D. PROGRAM IN TEXTS AND TECHNOLOGY
Department of English, University of Central Florida (2008-11)
Oversaw the daily administration of a Ph.D. program enrolling approximately fifty doctoral students. Coordinated committee work, including departmental and university

assessment, recruiting, admissions, and graduate student professional development. Worked with students to develop courses of study and to identify funding sources.

DIRECTOR OF UNDERGRADUATE STUDIES
UCF Department of English (2006-07)
Directed the undergraduate studies curriculum of the UCF Department of English, overseeing approximately 700 student majors; managed committees on internal assessment, honors and awards, honors in the major, academic standards and curriculum, service learning, and recruiting; revised departmental assessment plan; facilitated faculty syllabus development; coordinated scheduling and enhanced departmental advising; heard and evaluated grade appeals; and successfully applied for internal support grants.

ASSISTANT, ASSOCIATE, and PROFESSOR OF ENGLISH
University of Central Florida (2001-Present)

Graduate Courses
ENC 6938   The Book in History (Spring 2002)

ENL 5006   Medieval/Modern English Literature Survey (Fall 2006; Spring 2005)

LIT 6216   Issues in Literary Study: Children's Literature (Spring 2016); LIT 6936 Studies in Literary, Cultural, and Textual Theory: Children's Literature (Summer 2010)

LIT 6216   Issues in Literary Study: Literary Gaming (Fall 2016)

LIT 6246   Major Authors: Chaucer (Summer 2006) and Chaucer and the *Gawain*-Poet (Fall 2003)

LIT 6276   Teaching College Literature (Spring 2012)

LIT 6365   Genders of Medieval Literature (Spring 2003)

LIT 6936   Studies in Literary, Cultural, and Textual Theory: Legend and Literature of King Arthur (Fall 2017); Queer Theory (Fall 2013); ENG 6074 Historical Movements in Literary, Cultural, and Textual Theory: Queer Theory (Spring 2011)

LIT 6938   The Persistence of King Arthur's Camelot (Summer 2009); LIT 6009: Genres: Arthurian Romance (Summer 2007); and LIT 6105: World Literature: Cultural Constructions of King Arthur (Fall 2004)

Undergraduate Courses
ENC 1101H   Honors Composition I: Heroes, Heroines, and Anti-Heroes (Fall 2007);

An Arthurian Introduction (Fall 2004); A Woman Scorned, A Woman's Scorn: Rhetoric, Gender, and Composition (2 Sections, Fall 2002); The Rhetorics of Cultural Contact (Fall 2001)

ENC 1102   Composition II: Ethics and Composition (Summer 2005)

ENC 1102H   Honors Composition II: Forms of Argument (Fall 2005); Comedy and Composition (2 sections, Spring 2002)

ENL 2012   English Literature I: *Beowulf* to Alexander Pope (Fall 2011, Spring 2010, enhanced enrollment sections; Summer 2007; Summer 2005; 2 sections, Summer 2004; 2 Sections, Fall 2003; Summer 2003; Fall 2002; Summer 2002)

ENG 3014   Theories and Techniques of Literary Study (Summer 2003)

ENL 3378   Harry Potter Studies (Spring 2019, Spring 2017, large section)

ENL 3930H   Bad Taste: High Culture, Low Culture, and the Politics of Taste (Fall 2013, Fall 2012, Fall 2011, team taught with Claudia Schippert)

ENL 4311   Chaucer (Fall 2019; Spring 2018; Spring 2016; Spring 2014; Spring, Summer, and Fall 2012; Summer 2011; Spring 2009; Summer 2008; Spring 2007; Fall 2005; Spring 2005; Spring 2003; Fall 2001)

LIT 3132   Literature and Legend of King Arthur (Fall 2019; Fall 2018; Fall 2017; Fall 2016; Fall 2015; Spring 2015; Spring 2014)

LIT 3482   Literature of Popular Culture: Harry Potter (Spring 2015, large section)

LIT 3930H   Harry Potter Studies (Spring 2019; Spring 2018; Spring 2017)

LIT 3930H   King Arthur on Page, Stage, and Screen (Fall 2010; Fall 2009; Fall 2008; Fall 2007)

LIT 4374   Literature of the Bible (Fall 2019; Fall 2015; 2 sections, including Honors, Spring 2013; Summer 2008; 2 sections, including Honors, Spring 2006)

Overload Teaching: Summer Undergraduate Research Fellowship Track 2, Publishing Workshop for the *UCF Undergraduate Research Journal* (Summer 2014; Summer 2013); Undergraduate Publishing Workshop for the *UCF Undergraduate Research Journal* (Spring 2011)

Thesis Committee Chair for Undergraduate Honors and M.A. Students

• Robin John Cromwell Eliot. MFA Thesis in Creative Writing. "Broken Toys."
Spring 2018.

• Jenna Ellenbogen. Honors in the Major Undergraduate Thesis in Creative Writing.
"Won: A Novel." Spring 2016.

• Amanda Ewoldt. M.A. Thesis in English Literature. "The Lady of the Lake and
Chivalry in the *Lancelot-Grail Cycle* and Thomas Malory's *Morte D'Arthur*."
2011.

• Jessica Auz. Honors in the Major Undergraduate Thesis in English Literature. "Man vs.
Beast: The Human-Animal Boundary in J. K. Rowling's *Harry Potter* Series."
2011.

• Katherine Elsea. Honors in the Major Undergraduate Thesis in English. "Norma
Shearer and Irving Thalberg: The Steel Butterfly and the Boy Wonder." 2010.

• Jennifer Farmer. Honors in the Major Undergraduate Thesis in English Literature.
"Queering Canterbury." 2008.

• Constance McIntosh. Honors in the Major Undergraduate Thesis in English Literature.
"Holy Union: The Original Unity of 'The Wife's Lament' and 'The Husband's
Message' in Their Cultural and Ecclesiastical Context." 2006.

• Susan Dressel. Honors in the Major Undergraduate Thesis in English Literature. "The
Once and Future Queen: Examining the Importance of Feminist Readings of
Wace's *Roman de Brut*." 2004.

• Mark Rohrs. M.A. Thesis in English Literature. "Elizabeth Tudor: Reconciling
Femininity and Authority." 2004.

**Committee Memberships for Ph.D., M.A., and Honors in the Major Students and
Miscellaneous Mentoring**

• Elan Justice Pavlinich. Ph.D. in English Literature. "Queer Authority in Old and Middle
English Literature." University of South Florida. Summer 2019.

• Raquelle Crotty. Honors in the Major Thesis in French. "Direct Discourse and the
Female Archetype in Chrétien de Troyes' Romances." Summer 2019.

• Katherine Ervin. MFA Thesis in Creative Writing. "The Knitting Witch." Spring 2019.

• Heather Vasquez. MFA Thesis in Creative Writing. "Red Tide and Other Stories."
Spring 2018.

• Kaitlin Kolhoff. MFA Thesis in Creative Writing. "Modern Arcana." Fall 2017.

• Jennifer Newton. Showcase of Undergraduate Research Excellence. "Ethics of Faeries: Exploring Medieval Marriage through Chaucer's *The Merchant's Tale* and Claudian's *De Raptu Proserpinae*." 2015.

• Jason Delaney. Honors in the Major Thesis in History. "The Conquest of Roman Britain." 2015.

• Joshua Galat. ENG 6908: Independent Study. Spring 2014.

• David Thomas Moran. M.F.A. in the School of Visual Arts & Design. "Gayme: The Development, Design, and Testing of an Auto-Ethnographic, Documentary Game about Quarely Navigating Pedestrian Spaces in Central Florida." 2014.

• David Rogers. Ph.D. in Texts and Technology. "Capillarity: A Theory of mLearning and Its Application in Emerging Markets." 2013.

• Sara Nowak. Honors in the Major Thesis in Liberal Studies. "'That Boy Ain't Right': How Disruptive Male Characters in Sitcom Satires Can Reinforce Normative Gender and Sexuality." 2010.

• Elizabeth Weaver. Ph.D. in Texts and Technology. "Interactive Text-Image Conceptual Models for Literary Interpretation and Composition in the Digital Age." 2010.

• Justin Schumaker. Honors in the Major Thesis in English Literature. "Discovering the Postmodern Graphic Novel in the Works of Alan Moore." 2009.

• Brittany Broussard. Honors in the Major Thesis in English Literature. "'Don't be a fool—play the man': Masculinity and Medievalism in Victorian Adventure Novels." 2008.

• David L. Givens. Honors in the Major Thesis in Religious Studies. "Misogynous or Misunderstood? A False Dichotomy for Understanding Women's Roles in Gnostic Writings." 2007.

• Jarad H. Fennell. M.A. Thesis in English Literature. "Representations of the Catholic Inquisition in Two Eighteenth-Century Gothic Novels." 2007.

• Elizabeth Scanlon. Ed.D. in Education. "The Literacy Experiences of Ninth Graders and Their Teacher in an English Language Arts Workshop." 2005.

• Allen J. Gorney. M.A. Thesis in English Literature. "'A Truly Awesome Spectacle': Gender Performativity and the Alienation Effect in *Angels in America*." 2005.

• Sherry Steward. Ph.D. in Texts and Technology. "A Rhetoric of Technology:

Technology and Discourse in U.S. Army Manuals and Handbooks." 2004.

• Christina Kapp. M.A. Thesis in English Literature. "Nymph Pembroke and Cookeham: Revisionist Impulses in Aemilia Lanyer's Classical and Pastoral Communities." 2003.

• Matthew Henry. M.A. Thesis in English Literature. "'Wotta Revoltin' Development': The Plight of the Modern Age Super Heroine." 2003.

• Sharon Howard. M.A. Exam in Liberal Studies. 2002.

TEACHING GRANTS

• UCF Faculty Center for Teaching and Learning Summer Conference. $800, prorated, for Quality Enhancement Plan Track, development of a professional editing certificate program. 8-11 May 2017.

• UCF Faculty Center for Teaching and Learning Summer Conference. $800, for development of large-enrollment course focusing on J. K. Rowling's *Harry Potter*. 5-8 May 2014.

• The Learning Institute for Elders at University of Central Florida Competitive Grant. $500, for support of the *UCF Undergraduate Research Journal* Academic Mentoring Program. Co-recipient with Kim Schneider, UCF Office of Undergraduate Research. Nov. 2010.

• UCF Faculty Center for Teaching and Learning Summer Conference. $800, for development of learning modules focused on clear writing. May 2010.

• UCF Faculty Center for Teaching and Learning Large Class Course Innovation Project. $300, for developing large course section of ENL 2012. Spring 2010.

• UCF Quality Enhancement Plan Development, Grant for "New Media / New Assessment Strategies in English." $1000, for development of departmental assessment tools. Jun. 2007.

• UCF Faculty Center for Teaching and Learning Faculty Development Summer Conference. $1000, for development of informational fluency techniques in literary courses. 30 Apr.-3 May 2007.

• UCF Faculty Center for Teaching and Learning Faculty Development Summer Conference. $1000, for development of new media courses and text. 2-5 May 2005.

• UCF College of Education Collaborative Secondary Teacher Education Program.

$1000, for development of dual certification courses for English and special education high-school teachers. 2004-05.

• UCF College of Education/College of Arts and Sciences Accreditation Meeting. $150, for preparing College of Education for re-accreditation. 13 Dec. 2004.

• UCF Faculty International Studies Summer Institute. $1000, for development of research and pedagogy placing Chaucer in an international context. Summer 2004.

• UCF Faculty Center for Teaching and Learning Faculty Course Innovation Project. $500, for development of assessment techniques. Spring 2004.

• UCF Interactive Distributed Learning for Technology-Mediated Course Delivery. IDL 6543: $4000, for development of media-enhanced courses. Spring 2003.

• UCF Faculty Center for Teaching and Learning Winter Workshop Grant. $500, for development of Gay/Lesbian/Bisexual Studies courses. 10-12 Dec. 2002

• UCF Faculty Center for Teaching and Learning Winter Workshop Grant. $500, for development of large courses. Dec. 2001

• UCF Tech-IMPACT Summer Workshop. 5-7 Aug. 2001.

ACADEMIC SERVICE

Professional Service

• Editorial Board Memberships
   Tennessee Williams Annual Review (2019-)
   South Atlantic Review (2017-)
   Queer Studies in Media & Popular Culture (2015-)

• Juror, Second Biennial Teaching Literature Book Award. Conferred by the Ph.D. Program in English and the Teaching of English at Idaho State University (2017).

• External Tenure and/or Promotion Reviewer for Oregon State University and Appalachian State University (2018), Mills College (2017), Eugene Lang Liberal Arts College of the New School (2015), Arcadia University (2011), Seattle University (2009), Pomona College (2009), University of Toledo (2007)

• Executive Committee, The Florida Medievalist (2005-13)

• Executive Committee, Society for the Study of Homosexuality in the Middle Ages (2005-13)

• Essay reviewer for *Texas Studies in Literature and Language*; *South Atlantic Review*; *Studies in the Age of Chaucer* (2019); *Marvels and Tales*, *Jeunnesse: Young People, Texts, Cultures*; *Arthuriana, Studies in Medievalism, Texas Studies in Literature and Language, Chaucer Review* 2017; *Children's Literature, Journal of the Midwest Modern Language Association, Medieval Feminist Forum* 2016; *Studies in the Age of Chaucer, Medieval Perspectives, Marvels & Tales, Arthuriana, Children's Literature, Children's Literature Association Quarterly* 2015; *Chaucer Review, Florilegium, Studies in the Age of Chaucer, Medieval Perspectives* 2013; *Medieval Perspectives, Children's Literature Association Quarterly, Pedagogy*, 2012; *Florilegium, Children's Literature, Journal of Narrative Theory*, 2010; *Children's Literature, The Looking Glass: New Perspectives on Children's Literature*, 2009; *Mosaic, Children's Literature*, and *Food, Culture, and Society*, 2008; *History Compass*, 2006, *Chaucer Review,* 2005.

• Book and Book Proposal reviewer for University of Georgia Press, 2019; Ohio State University Press, University Press of Mississippi, University of Georgia Press, Routledge, 2018; Palgrave Macmillan 2017; Routledge 2015; Palgrave Macmillan 2014; Routledge 2012; West Virginia University Press 2011; Boydell & Brewer 2010; Lexington Books 2008.

• Program Coordinator and Planning Committee, 31st Annual Meeting of the Southeastern Medieval Association, Daytona Beach, FL, 19 Sept.-1 Oct. 2005.

• Executive Committee on Old English Literature, South Atlantic Modern Language Association, 2001-06.

• Publication Committee of the Third Annual Conference on Teaching Medieval Literature. Kennesaw State University, 2003.

UCF Campus-Wide Service

• Advisor, UCF Harry Potter Club (2013-Present)

• Undergraduate Research Council (2009-Present)

• Faculty Senate Graduate Council Curriculum Subcommittee (2008-11)

• Mentor for Freshman Scholar's Program/National Merit Scholars Mentorship Program (Tanner Hagen, Samuel Fechter, and Jason Delaney, 2011-12; Holly Simmons and Brandon Mitchell, 2007-08; Brenna Egan, 2006-07; Elizabeth Davis, 2004-05)

• Doctoral Fellowships Committee (2009-11)

• Judge, Unifying Theme Writing Competition of the Office of Undergraduate Studies (2009)

• University Honors Committee (Fall 2007, sabbatical replacement for Martha Marinara)

• Scholarship of Teaching and Learning Award Selection Committee (2007)

• University Undergraduate Course Review Committee (2006-07)

• Faculty Senate At-Large Representative (2005-07)

• Faculty Facilitator for President's Scholars Study Abroad Program in Cambridge, England (2006)

• LINK (Learning and Interacting with New Knights) Freshmen Excursion Leader (Aug. 2004)

• Judge and Presenter, UCF Provost's Essay Contest (2002-05)

• Board of Directors, UCF Allies Project (2006-10)

• Co-Founder and Co-Coordinator, Orlando Queer Academics (2001-10)

UCF College of Arts and Humanities Service

• CAH Promotion and Tenure Committee (2018-20)

• CAH Honors Undergraduate Thesis Scholarship Committee (2019-20)
  CAH Honors in the Major Scholarship Committee (2014-19)

• Ad-Hoc Committee for Faculty Scholarship Recognition (2017)

• Research Incentive Award Selection Committee (2014-15, 2009-10)

• Promotion / CPE Review Committee for Kenneth Hanson, History; Shelley Park and Stephen Fiore, Philosophy (2015-16); Martha Marinara, Writing and Rhetoric (2012-13); Melody Bowdon, Writing and Rhetoric (2012-13); Blake Scott, Writing and Rhetoric (2011-12)

• College of Arts and Humanities Elections Committee (2006-14)

• Pauley Endowment Travel Award Committee for the Department of History (2009)

• College of Arts and Humanities Faculty Secretary (2006-08)

• College of Arts and Humanities Honors in the Major Scholarship Awards Committee (Fall 2007)

• Women's Studies Program Executive Committee (2004-06)

• Women's Studies Program Graduate Committee (2001-06; Chair, 2004-06)

• Teacher Incentive Program (TIP) Criteria and Procedures Committee (2002-03)

• Writing Tutor, UCF Writing Center (Fall 2001)

UCF Department of English Service

• Search Committees:
  Assistant Professor of Anglo-Saxon Literature & English Linguistics (2018-19, co-chair)
  Assistant Professor of 20th-21st Century American Poetry (2017-18, chair)
  Composition Instructors (2010 and 2009)
  Assistant Professor of Early Modern Literature (2005-06)
  Department Chair (2004-05)
  Assistant Professor of Early Modern Literature (2002-03)

• Ad-Hoc Committee on Editing and Publishing Certificate (2017-18)

• Professional Development Committee (2011-2018) / Faculty Mentor to Dr. Louise Kane (2017-18); Dr. Christian Beck (2012-13); Dr. Darlin' Neal (2011-12); Dr. Kate Oliver (2005-08); Dr. Kate Giglio (2006-07)

• Graduate Council (2008-12)

• Texts and Technology Ph.D. Program Committee (2004-13), Ph.D. Examinations Committee (2005-06), and Ph.D. Admissions Committee (2004-05)

• Coordinator of Departmental Assessment (2006-08)

• Academic Standards Committee (2004-07)

• Honors and Awards Committee (2003-05)

• Honors in the Major Committee (Chair 2003-04; Committee Member 2002-03, 2005-06)

• Co-Chair, Department of English Literature Track (2002-03)

• Faculty Advisor, Sigma Tau Delta English Honor Society (2001-02)

INTERVIEWS AND MEDIA

• Edward Segarra. "UCF and the Chamber of Queerness: Professors, Student Discuss
Harry Potter Series, Relationship to LGBTQ Community." *NSM Today* 9 Apr.
2019. www.nicholsonstudentmedia.com.

• Nathan Bierma. Podcast Interview: *The Queer Fantasies of the American Family
Sitcom*. New Books Network. 13 Dec. 2018. https://newbooksnetwork.com/tison-
pugh-the-queer-fantasies-of-the-american-family-sitcom-rutgers-up-2018.

• *The Capote Tapes*. Dir. Ebs Burnough. Hatch House, 2019. (Interviewed March 2018,
unaired.)

• Barbara Abney. "UCF Celebrates Faculty Authors." *UCF Today* 11 Feb. 2018.
today.ucf.edu/ucf-celebrates-faculty-authors. Web.

• Neal Justin. "All Hail the Great and Powerful *Oz*, the King of American Novels." *Star
Tribune* 12 Apr. 2017. Web.

• Louisiana Anthology Podcast. Eds. Bruce R. Magee and Stephen Payne. 1 Oct. 2016.
louisianaanthology.blogspotcom.

• Jarett Jennings. "Professor Pugh's Curious Class of Wizardry." *NSM Today* 6 Apr.
2016. www.nicholsonstudentmedia.com.

• *UCF in Print* with Charna Davis Wiese. Brevard Community College Campus. 27 Jan.
2006. Available on YouTube.com.

CAMPUS AND LOCAL PRESENTATIONS

"Professor Pugh and the Potterheads." The Osceola Library System. St. Cloud, FL. 12
Sept. 2019.

"Thoughts about (the Horrors) of Writing." UCF Faculty Authors Celebration. 2 Feb.
2018.

"Faculty Panel: Mentoring." UCF Graduate Student Welcome and Orientation. 12 Aug.
2015.

"Applying for Tip Awards." UCF United Faculty of Florida. 25 Feb. 2015.

"Applying for SoTL Awards." UCF Faculty Center for Teaching and Learning. 26 Jan.

2012.

"From Poster to Publication." *University of Central Florida Undergraduate Research Journal*. 10 Apr. 2014; 16 Apr. 2013.

"What Is Academic Publishing?" *University of Central Florida Undergraduate Research Journal*. 4 Feb. 2015; 12 and 13 Nov. 2013.

"Academic Publishing Workshop." *University of Central Florida Undergraduate Research Journal*. 17 Sept. 2012; 17 Apr. 2012; 11 Apr. 2011.

"Publishing Your Research in the *UCF Undergraduate Research Journal*" and "It Is Never Too Early to Think about Graduate School" (panelist). Office of Undergraduate Research Summer Research Academy. 12-14 Jun. 2014; 14-15 Jun. 2013; 21 Jun. 2012; 23 Jun. 2011; and 24 Jun. 2010.

"Medieval Humor on the Margins." UCF Burnett Honors College Family Day. 28 Sept. 2013; 15 Sept. 2012; 10 Sept. 2011; 11 Sept. 2010; and 3 Oct. 2009.

"The Middle Ages on Film" and "The Secular and the Sacred in Medieval Art." Orange County Regional History Center and Orange County Public Schools. 27 Sept. 2008.

"Applying for Teaching and Research Awards at UCF." Presenter. United Faculty of Florida Forum. 19 Apr. 2007 and 31 Oct. 2007.

TIP/RIA/SOTL Workshop. Panelist. UCF Office of Faculty Relations. 31 Jan. 2007.

Publishing Workshop for Graduate Students in the Department of English. 7 Nov. 2006.

"Queer Professors." Presentation for the UCF Gay Lesbian Bisexual Student Union. 8 Mar. 2006; "Queer Academics." Co-presented with Claudia Schippert. Gay Lesbian Bisexual Awareness Week. University of Central Florida. 16 Apr. 2002.

"The Bawdy Humor of the Middle Ages." Series of four invited lectures for LIFE (Learning Institute for Elders). 27 Sept., 4, 11, and 18 Oct. 2005.

"The Bawdy Humor of the Middle Ages: King Arthur and His Knights of the Round Table." Invited lecture for Burnett Honors College Freshman Symposium. 26 and 27 Sept. 2005.

"Publishing Workshop for Undergraduates." Invited lecture for UCF's McNair Scholar's Program. 25 Mar. 2004.

"Thinking about Being Queer in the University." Invited lecture for UCF's Gay Lesbian Bisexual Student Union. 1 Oct. 2002.

"Teaching with Technology." Co-presented with Melody Bowdon. Tech-IMPACT Grant. University of Central Florida. 25-26 Mar. 2002.

"Queer Literature and Queer Theory." Presentation for Gerald Schiffhorst's LIT 3930H, "The Idea of Masculinity." Oct. 2001.

GRADUATE SCHOOL AWARDS

• Ernst Dissertation Fellowship, University of Oregon Department of English, 1999-2000.

• University of Oregon Humanities Center Fellowship, 1999-2000.

• Bruce M. Abrams Award for Best Gay/Lesbian Studies Essay by a Graduate Student for "Personae, Same-Sex Desire, and Salvation in the Poetry of Marbod of Rennes, Baudri of Bourgueil, and Hildebert of Lavardin." University of Oregon, 1999.

• Cornell University Scholarship for Medieval Latin Summer Study, 1998.

PROFESSIONAL MEMBERSHIPS

• Medieval Academy of America
• Modern Language Association
• Early English Text Society
• Southeastern Medieval Association

LANGUAGES

• University of Toronto Centre for Medieval Studies M.A. Level Statement of Proficiency in Medieval Latin (Sept. 1998)

• Reading proficiency in Old and Middle English, French, and German

REFERENCES

Professor Angela Jane Weisl   Professor R. Barton Palmer
Department of English   Department of English
Seton Hall University   Clemson University
South Orange, NJ 07079   Clemson, SC 29634
(973) 275-5889   (864) 656-4017
angela.weisl@shu.edu   ppalmer@clemson.edu

Professor Lynn Ramey
Department of French and Italian
Vanderbilt University
Nashville, TN 37235-6512
(615) 322-6900
lynn.ramey@vanderbilt.edu

Professor Dawn Trouard
Department of English
University of Central Florida
Orlando, FL 32816-1346
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SARA RAFFEL

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EDUCATION

Ph.D. in Texts and Technology   **May 2018**
University of Central Florida, Orlando, FL
Dissertation title: "Narrative Transportation and Virtual Reality: Exploring the
Emotional Impact of Social Justice Stories in the Digital World"
Committee: Dr. Natasha Jones, Dr. Rudy McDaniel (Chair), Dr. Jill Walker Rettberg,
Dr. Anastasia Salter

Master of Philosophy in Film Theory and History   **November 2012**
Trinity College of the University of Dublin, Ireland

Bachelor of Arts in Media Studies   **June 2005**
Minor in French
Hunter College of the City University of New York, NY

RESEARCH AND TEACHING FIELDS

virtual reality	digital humanities
social justice	video games
storytelling	public history
gender studies	information visualization
scientific and technical communication	digital ethnography

PUBLICATIONS

Lester, Connie, **Sara Raffel**, and Patricia Carlton. "Interpreting Pulse: Three Public History
Projects Engaging Community Interpretations of Tragedy." *The Public Historian*. (Accepted
and forthcoming).

Raffel, Sara and Mark Kretzschmar. "Just Modika: Perils of Modding in Doki Doki
Literature Club." *Meaningful Play Conference*: 2018. (Accepted and forthcoming).

Hill, Amanda, Mark Kretzschmar, David Morton, and **Sara Raffel**. "'Eenie Meenie Miney
Mose': Using Experimental Citizen Curating to Engage Visitors with Racial Ephemera."
Florida Studies Review, edited by Allyson D. Marino and Marcy L. Galbreath, Cambridge
Scholars Publishing, 2018, 62-76.

Raffel, Sara. "Buffy the Vampire Slayer: Technology, Mysticism, and the Constructed Body."
Studies in Popular Culture 40(1): 2017. 31-52.

Argo, Bartley, Nicholas DeArmas, Amanda Hill, **Sara Raffel**, and Shelly Welch. "The Way It

Used to Be: Exploring Cultural Heritage through the Augmented Reality Story of a Neighborhood Soul Food Restaurant." *Visual Ethnography* 5(2): 2016. doi: 10.12835/ve2016.2-0067

Raffel, Sara. "Climate Communication and the Exclusion of Indigenous Knowledge." *2016 IEEE International Professional Communication Conference (IPCC)*: 2016. 1-5.

Raffel, Sara. "Interactive Story: Project Management from Inception to Testing." *SIGDOC '15: Proceedings of the 33rd Annual International Conference on the Design of Communication*: 2015. doi: 10.1145/2775441.2775492

RESEARCH EXPERIENCE

Graduate Research Assistant   **May 2015–August 2015**
                                         May 2016–August 2016
College of Arts and Humanities Dean's Office, University of Central Florida
Graduate Assistant to Dr. Rudy McDaniel

Graduate Research Assistant   **May 2017–August 2017**
School of Visual Arts and Design, University of Central Florida
Graduate Assistant to Dr. Rudy McDaniel

Research Assistant   **June 2018–August 2018**
School of Visual Arts and Design, University of Central Florida
Assistant to Dr. Rudy McDaniel

TEACHING EXPERIENCE

Certified to teach online courses at UCF through the Completion ADL5000 course.

Assistant Professor of Technical Communication   **Beginning August 2019**
English Department, University of Central Florida

Visiting Assistant Professor   **2018–Present**
English Department, University of Central Florida
  • Technical Editing (ENC 6127): Fall 2018. Online.
  • Technical Writing Style (ENC 4280): Spring 2019. Online.
  • Writing for the Computer Industry (ENC 4265): Fall 2018, Spring 2019. Online.
  • Technical Publication and Project Management (ENC 4215): Fall 2018, Spring 2019.

Instructor of Record   **2016–2018**
English Department, University of Central Florida

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- Writing for the Computer Industry (ENC 4265): Spring 2016, Fall 2016, Spring 2017, Fall 2017, Spring 2018, Summer 2018. Online.
- Writing for the Technical Professional (ENC 3241): Fall 2017, Spring 2018.

Graduate Teaching Associate   **2014–2016**
English Department, University of Central Florida

- *The Florida Review* (CRW 4724): Grader under Dr. Jocelyn Bartkevicius and Dr. Lisa Roney. Fall 2014, Spring 2015, Fall 2015, Spring 2016.
- Documentation and the Collaborative Process (ENC 4293): Grader under Dr. Sonia Stephens. Spring 2015. Online.
- The Legend and Literature of King Arthur (LIT 3132): Grader under Dr. Tison Pugh. Fall 2015.
- English Literature II (ENL 2022): Grader under Dr. Fayeza Hasanet. Fall 2014. Online.
- Victorian Literature (ENL 4243): Grader under Dr. Fayeza Hasanet. Fall 2014.

AWARDS

Texts and Technology Dissertation Grant $1137 for purchase of study materials and research equipment	**2017**
UCF College of Graduate Studies Conference Grant $500 for travel to ProComm 2016	**2016**
Excellence as a Graduate Teaching Assistant College of Arts and Humanities, University of Central Florida	**2015-2016**
Finalist, SIGDOC 2015 Graduate Research Competition	**2015**
UCF College of Graduate Studies Conference Grant $800 for travel to SIGDOC 2015	**2015**
University of Central Florida Graduate Assistantship Tuition and a four-year stipend of $14,000 per year	**2014**

RELATED EXPERIENCE

Graduate Assistant, History Harvest Grant   **January 2016–June 2017**
Regional Initiative for Collecting the History, Experiences, and Stories of Central Florida (RICHES), University of Central Florida

- Organized and conducted History Harvests focused on the Parramore neighborhood of Orlando, Florida and Central Florida's LGBTQ+ community.

SARA RAFFEL   3

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- Conducted oral histories related to the Pulse Nightclub Shooting.
- Wrote related metadata for collected artifacts.

Graduate Intern   **May 2015–August 2015**
Regional Initiative for Collecting the History, Experiences, and Stories of Central Florida (RICHES), University of Central Florida
- In partnership with the Public History Center in Sanford, Florida, digitized over 200 postcards from the Lucile Campbell Collection for use in UCF's History Troves project.

Assistant Managing Editor   **August 2014–May 2016**
The Florida Review
- Assisted the editor in the coordination and teaching of interns' orientation session, proofreading training, and final editorial meeting.
- Managed subscriptions and manuscripts for international literary journal.

Project Manager   **April 2003–December 2010**
Book Industry Study Group (BISG), New York, NY
- Managed production of annual flagship publication, *Book Industry TRENDS*.
- Optimized search engine rankings for website and employed Google AdWords to advertise conferences and webcasts. Ads secured registrations and a substantial conference sponsor of $7000 for minimal investment.
- Developed and coded an ISBN-13 Readiness Directory, MYSQL databases, and online surveys containing information from over 100 companies.
- Implemented and maintained a membership database.
- Scheduled and organized meeting venues and refreshments for up to 250 attendees.

PRESENTATIONS

Invited Talks
Raffel, Sara and Mark Kretzschmar. "Just Modika: Are You Okie Dokie After Doki Doki." Texts and Technology Colloquium 2018, 1 Oct 2018, University of Central Florida, Orlando, FL.

Raffel, Sara. "Beyond Paradise." Texts and Technology Advisory Board Luncheon, 6 Nov 2015, University of Central Florida, Orlando, FL.

Guest Lectures
Raffel, Sara. "Technical Communication: Career Opportunities for English Majors." ENG 3821: What's Next for English Majors: Careers and Professionalism for English Majors, 30 Jan 2019, University of Central Florida, Orlando, FL.

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sara.raffel@ucf.edu

Raffel, Sara. "Technical Communication: Career Opportunities for English Majors." ENG 3821: What's Next for English Majors: Careers and Professionalism for English Majors, 9 Oct 2018, University of Central Florida, Orlando, FL.

Conference Presentations
Raffel, Sara. "'Too Political' to Show on Television: Science Communication and the Imagery of Species Displacement." Flickering Landscapes Conference Series. 28-30 March 2019. University of Central Florida, Orlando, FL.

Raffel, Sara and Mark Kretzschmar. "Just Modika: The Perils of Modding in *Doki Doki Literature Club*." Meaningful Play, 13 Oct 2018, Michigan State University, East Lansing, MI.

Lester, Connie, Abigail Padfield Narayan, and **Sara Raffel**. "Harvesting History: Democratizing the Past through the Digitization of Community History." Annual Meeting of the National Council of Public History, 18 April 2018, Renaissance Las Vegas, Las Vegas, NV.

Hill, Amanda and **Sara Raffel**. "UpWord Mobility: Rhetoric and Social Justice in *Hamilton*." Pacific Ancient and Modern Language Association, 11 Nov 2017, Chaminade University of Honolulu, Honolulu, HI.

Kretzschmar, Mark, Jay Gentry, and **Sara Raffel**. "Colonizing the Hyperreal: Alterity in Zombie Apocalypse Narratives." HASTAC, 4 Nov 2017, University of Central Florida, Orlando, FL.

Raffel, Sara, Bartley Argo, Nicholas DeArmas, and Amanda Hill. "Welcome to Nikki's Place." HASTAC, 3 Nov 2017, University of Central Florida, Orlando, FL.

Howard, Kenton Taylor, Christopher Foley, Mark Kretzschmar, Eric Murnane, and **Sara Raffel**. "Defining and Questioning the Terms 'Casual' and 'Hardcore' in Video Games." HASTAC, 3 Nov 2017, University of Central Florida, Orlando, FL.

Raffel, Sara. "Narrative Transportation and Virtual Reality: Exploring the Implications of Social Justice Stories in the Digital World." Foundations of Digital Games Conference Doctoral Consortium, Hyannis Resort and Conference Center, 14 Aug 2017, Cape Cod, MA.

Raffel, Sara. "Buffy the Vampire Slayer: Magic, Artificial Intelligence, and the Fetishized Female Action Hero." Popular/American Culture Association Conference, 14 Apr 2017, San Diego Marriott Marquis & Marina, San Diego, CA.

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Kretzschmar, Mark and **Sara Raffel.** "The Simulacra of Cultural Trauma: The Eulogizing of Fictional Deaths in *The Walking Dead*." Southwest Popular/American Culture Association Conference, 17 Feb 2017, Hyatt Regency Hotel and Conference Center, Albuquerque, NM.

Raffel, Sara. "Climate Communication and the Exclusion of Indigenous Knowledge." IEEE ProComm International Professional Communication Conference, 3 Oct 2016, University of Texas, Austin, TX.

Hill, Amanda and **Sara Raffel.** "Finding Lucile: Uncovering the Stories of an Iconic Florida Educator." Popular Culture Association Conference, 24 Mar 2016, Sheraton Hotel, Seattle, WA.

Raffel, Sara. "*Buffy the Vampire Slayer*: Technology, Mysticism, and the Constructed Body." 5th Annual University of Central Florida English Symposium, 19 Feb 2016, University of Central Florida, Orlando, FL.

Raffel, Sara. "Beyond Paradise: An Interactive Story of the Entertainment Industry in Orlando's Parramore Neighborhood." Flicking Landscapes Conference Series, 14 Nov 2015, University of Central Florida, Orlando, FL.

Raffel, Sara. "Beyond Paradise: Challenges Creating Interactive Narratives with Underrepresented Voices." International Digital Media Arts Association (iDMAa) Conference, 21 Oct 2015, East Tennessee State University, Johnson City, TN.

Hill, Amanda, Mark Kretzschmar, David Morton, and **Sara Raffel.** "Methods of Citizen Curation: A Case Study of the Exhibit *Eenie Meenie Money Mose*." Florida College English Association Conference, 9 Oct 2015, Sirata Beach Resort and Conference Center, St. Petersburg, FL.

Argo, Bartley, Amanda Hill, and **Sara Raffel.** "Interactive Stories for the Classroom: Creation and Curriculum." International Digital Storytelling Conference, 25 Sept 2015, Smith College, Northampton, MA.

Raffel, Sara. "Interactive Story: Project Management from Inception to Testing." Special Interest Group on Design of Communication (SIGDOC), 16 Jul 2015, University of Limerick, Limerick, Ireland.

Mauer, Barry and **Sara Raffel.** "Citizen Curating." THATCamp Florida, 28 Feb 2015, University of Central Florida, Orlando, FL.

Raffel, Sara. "Defamiliarizing the Self: *Black Swan* and the Infinite Regress of the Mirror Image." 4th Annual University of Central Florida English Symposium, 20 Feb 2015,

University of Central Florida, Orlando, FL.

SERVICE, COMMUNITY ENGAGEMENT, AND MEMBERSHIPS

Society for Cinema and Media Studies Member	2018-
Board of Directors of the LGBTQ History Museum of Central Florida Director of Oral Histories	2017-
Games and Interactive Media Research Group Member	2016-
Melissa Pellegrin Memorial Scholarship Committee Member	2018-2019
Texts and Technology Graduate Student Organization Vice President	2016-2017
Texts and Technology Graduate Student Organization Secretary	2015-2016
Texts and Technology Graduate Student Organization Social Media Coordinator	2014-2015
Trinity College Graduate Students' Union Student Liaison Representing the M.Phil. in Film Theory and History	2011-2012

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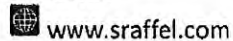
PROFICIENCIES

Web Programming and Archiving
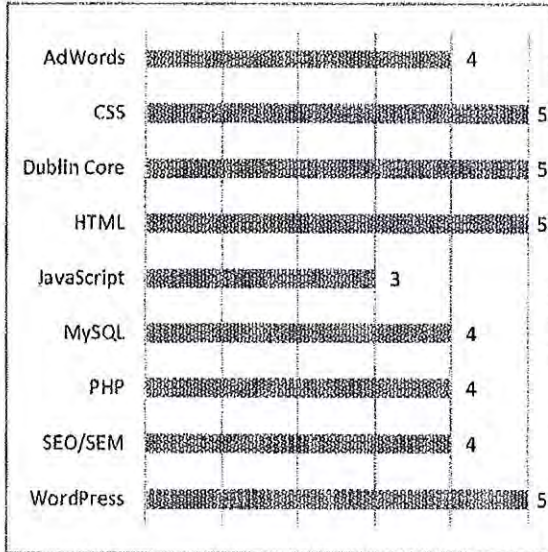
Skill	Level
AdWords	4
CSS	5
Dublin Core	5
HTML	5
JavaScript	3
MySQL	4
PHP	4
SEO/SEM	4
WordPress	5

Specialized Software

Software	Level
Final Cut	4
InDesign	3
Microsoft Office	5
Photoshop	4
Premiere	3
Quark	4
QuickBooks	5

French Language

Skill	Level
Reading	3
Speaking	3
Writing	3

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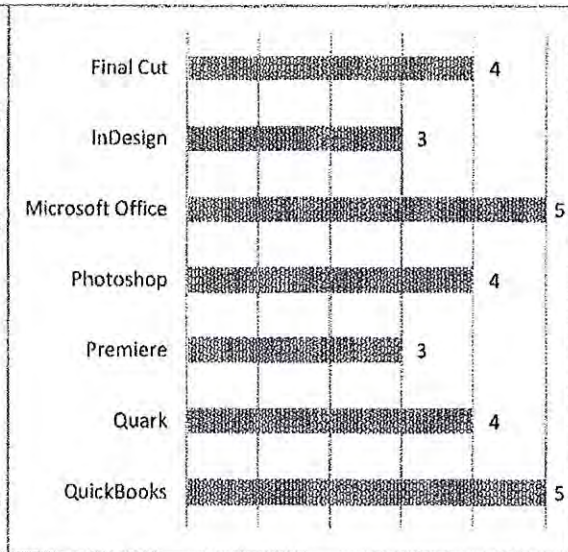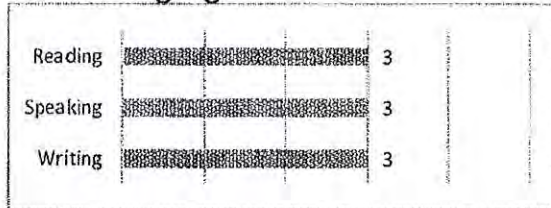
ROBERT REEDY

1770 KILLARNEY DR.
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ROBERTREEDY1@GMAIL.COM

SUMMARY OF ACCOMPLISHMENTS

- DEVELOPED INNOVATIVE *ADVANCED DESIGN LAB PROGRAM*, CREATING ART AND INTER-DISCIPLINARY CURRICULUM PARTNERSHIPS WITH BUSINESS AND LOCAL VENUES TO CREATE REAL-LIFE ART EXPERIENCE, BUSINESS DEVELOPMENT, COMPETITION AND PUBLIC DISPLAY
- FOUNDING CREATOR OF AWARD-WINNING FLYING HORSE PRESS
- ESTABLISHED "CREATE", AN INTER-DISCIPLINARY PROGRAM INCORPORATING ARTS, ACADEMICS AND COMMUNITY PARTNERSHIPS
- RESTRUCTURED $1M ENDOWED CHAIR FOR COMMUNITY ARTS PROGRAM (PAVE)
- RESPONSIBLE FOR ACQUIRING *THE KOTTEMAN COLLECTION*, A $2.2M DONATED COLLECTION OF CONTEMPORARY ART , FOR THE UNIVERSITY OF CENTRAL FLORIDA

EDUCATION

MASTERS OF FINE ARTS, UNIVERSITY OF MISSISSIPPI, OXFORD, MI 1977
    MAJOR- CERAMICS/ MINOR- SCULPTURE

BACHELOR OF FINE ARTS, UNIVERSITY OF MISSISSIPPI, OXFORD, MI, 1974
    MAJOR- CERAMICS/ MINOR- SCULPTURE

ADDITIONAL EDUCATION:
    UNIVERSITY OF DELAWARE - 9 HOURS MASTERS PROGRAM, CERAMICS
    PENLAND SCHOOL OF CRAFTS, PENLAND, NC- CERAMICS & STUDIO MONITOR

EXPERIENCE

UNIVERSITY OF CENTRAL FLORIDA ORLANDO, FL
1994-CURRENT

PROFESSOR OF ART
- DIRECTOR, ADVANCED DESIGN LAB (ADLAB)
- COORDINATOR FOR FOUNDATION PROGRAM
- COORDINATOR FOR BFA PORTFOLIO REVIEW
- INSTRUCTOR: TWO DIMENSIONAL & THREE DIMENSIONAL DESIGN, BEGINNING, INTERMEDIATE, & ADVANCED CERAMICS
- BFA COORDINATOR FOR CERAMICS

CHAIRMAN, ART DEPARTMENT
- INSTITUTED FLYING HORSE PRESS, PRINT AND BOOK ATELIER
- CREATED "PARTNERS IN ART FOR VISUAL EDUCATION" (PAVE)
- DEVELOPED "CONSORTIUM FOR RESEARCH & EDUCATION IN ART AND TECHNOLOGY"
- IMPLEMENTED BFA SEMINAR

BRADLEY UNIVERSITY   PEORIA, IL
DIRECTOR, FINE ARTS DEPARTMENT   1990-1994
- CRADLE OAKS PRINT, MASTER PRINTS AND ATELIER WORKSHOP
- LUCAS STEEL PROJECT, COLLABORATIVE VISITING ARTIST PARTNERSHIP

RINGLING SCHOOL OF ART AND DESIGN   SARASOTA, FL
CHAIRMAN, ART DEPARTMENT   1985-1990
- WILD ACRES ARTIST RETREAT
- RINGLING OUTDOOR STUDENT ART FESTIVAL (ART IN THE PARK)

OTHER PROFESSIONAL EXPERIENCE:
- ARTIST IN RESIDENCE, FELLOWSHIP NATIONAL ENDOWMENT OF THE ARTS
- ACCREDITATION SITE REVIEWER FOR CINCINNATI ART INSTITUTE, NATIONAL ASSOCIATION FOR SCHOOL OF ART AND DESIGN
- VISITING CERAMICS INSTRUCTOR, UNIVERSITY OF WISCONSIN/MADISON
- VISITING CERAMICS INSTRUCTOR, OHIO STATE UNIVERSITY
- CONSULTANT, SOUTHERN ASSOCIATION OF COLLEGES AND SCHOOLS, BERRY COLLEGE, MT. BERRY, GA

SELECTED EXHIBITIONS, COLLECTIONS, AND LEADERSHIP IN ARTS

EXHIBITS:

- THE PITCHER
  THE FARRELL COLLECTION
  WASHINGTON, DC

- TEAPOT INVITATIONAL
  OBJECTS GALLERY
  CHICAGO, IL

- FINDINGS 90
  BOSTON SOCIETY FOR ARTS & CRAFTS
  BOSTON, MA

- CRAFT INVITATIONAL
  SE CENTER FOR CONTEMPORARY ART
  WINSTON-SALEM, NC

- MORE THAN LAND OR SKY, ART FROM APPALACHIA
  MUSEUM OF AMERICAN ART, SMITHSONIAN
  WASHINGTON, DC

- THE TEAPOT INVITATIONAL
  CRAFT ALLIANCE
  ST. LOUIS, MO

- STATE OF THE ARTS: MISSISSIPPI
  CONTEMPORARY ARTS CENTER
  NEW ORLEANS, LA

- 8TH ANNUAL NATIONAL CLAY INVITATIONAL
  MILLERSVILLE STATE COLLEGE
  MILLERSVILLE PA

COLLECTIONS:
- AMERICAN MUSEUM OF CERAMIC ART, POMONA, CA
- AMERICAN CRAFT MUSEUM, NEW YORK, NY
- PURDY MUSEUM OF ART, COLUMBUS, OH
- STEPHEN ALBERT COLLECTION, WALTHAM, MA
- FORMER VICE PRESIDENT AND MRS. WALTER MONDALE
- ARROWMONT SCHOOL OF CRAFT AND DESIGN, GATLINBURG, TN

JUROR:
- RINGLING ARTS AND CRAFTS FESTIVAL, JOHN AND MABEL RINGLING MUSEUM, SARASOTA, FL
- DELAND ART FESTIVAL, DELAND MUSEUM OF ART, DELAND, FL
- MAITLAND ART FESTIVAL, MAITLAND, FL
- HEATHROW ART FESTIVAL, LAKE MARY, FL
- RED RIVER REVEL, SHREVEPORT, LA
- THE MID AMERICAN CRAFT FAIR, THE PINK PALACE MUSEUM, MEMPHIS, TN
- THE PINK PALACE MUSEUM, MEMPHIS, TN
- FESTIVAL OF THE MASTERS, WALT DISNEY WORLD, LAKE BUENA VISTA, FL
- WINTER PARK AUTUMN ART FESTIVAL, WINTER PARK, FL

CURATOR:
- NATIONAL CERAMICS INVITATIONAL, FERRELL COLLECTION, WASHINGTON, DC
- NATIONAL INVITATIONAL, DELAND MUSEUM OF ART, DELAND, FL
- NATIONAL CERAMICS INVITATIONAL, UNIVERSITY OF CENTRAL FLORIDA, ORLANDO, FL
- THE COUNTER ACTIVE TEAPOT, ALBERTSON-PETERSON GALLERY, WINTER PARK, FL
- NATIONAL CRAFT INVITATIONAL, PEORIA ART GUILD, PEORIA, IL
- FINDINGS 91, BOSTON ARTS AND CRAFTS SOCIETY, BOSTON, MA
- NATIONAL CERAMICS INVITATIONAL, RINGLING SCHOOL OF ART AND DESIGN, SARASOTA, FL

OTHER:
- FORMER PRESIDENT, MISSISSIPPI CRAFTSMAN'S GUILD
- BEST IN SHOW, GUMTREE FESTIVAL OF ART, TUPELO, MS 2003

MEMBERSHIPS

- SACS (SOUTHERN ASSOCIATION FOR COLLEGES AND SCHOOLS)
- NASAD (NATIONAL ASSOCIATION FOR SCHOOLS OF ART AND DESIGN)
- CAA (COLLEGE ART ASSOCIATION)
- FLORIDA CRAFTSMAN GUILD
- AAUP (AMERICAN ASSOCIATION OF UNIVERSITY PROFESSORS)
- FATE (FOUNDATION ART, TEACHING AND EDUCATION)

ANASTASIA SALTER

Associate Professor
University of Central Florida
College of Arts and Humanities

http://anastasiasalter.net
anastasia@ucf.edu
Twitter: @anasalter

LEADERSHIP APPOINTMENTS

Director of Graduate Programs, College of Arts and Humanities (May 2019 to present)

Interim Assistant Director, Games and Interactive Media (2018 to May 2019)
Program Coordinator, Web and Social Platforms (2018 to May 2019)
> Nicholson School of Communication and Media, UCF

Program Coordinator, Digital Media (2017 to 2018)
> School of Visual Arts and Design, UCF

Director of Graduate Programs (2013 to 2014)
> Science, Information Arts and Technologies
>> D.S. in Information and Interaction Design
>> M.S. in Interaction Design and Information Architecture
>> Certificate in Information Design
>> Certificate in Digital Media Production
>> Certificate in Library Technologies
> University of Baltimore

ACADEMIC APPOINTMENTS

Associate Professor, Games and Interactive Media, UCF (2018 to present)

> **Graduate Faculty,** Digital Media (2014 to present)

> **Core Faculty,** Text and Technology PhD (2014 to present)

Assistant Professor, Digital Media, University of Central Florida (2014 to 2018)

Assistant Professor, University of Baltimore (2011 to 2014)

Visiting Assistant Professor, University of Baltimore (2010 to 2011)

EDUCATION

D.C.D., Doctor of Communications Design (Spring 2010). University of Baltimore.

M.F.A., Master of Fine Arts in Children's Literature (Fall 2011). Hollins University.

M.A., Communication, Culture, and Technology (Spring 2007). Georgetown University.

B.A., Digital Narrative Studies (Spring 2005). University of Maryland, College Park.

SELECTED PUBLICATIONS

Books

Salter, A. Stanfill, M. (Fall 2020). *A Portrait of the Auteur as Fanboy: Gendered Authorship in Transmedia Franchises.* University of Mississippi Press. (In production)

Reed, A; Murray, J; **Salter, A.** (February 2020). *Adventure Games: Playing the Outsider.* Bloomsbury. (In production)

Salter, A.; Blodgett, B. (2017). *Toxic Geek Masculinity in Media: Sexism, Trolling, and Identity Policing.* Palgrave Macmillan. (Peer reviewed)

Salter, A. (2017). *Jane Jensen: Gabriel Knight, Adventure Games, Hidden Objects.* Bloomsbury Academic Press. (Peer reviewed)

Salter, A. (2014). *What is Your Quest? From Adventure Games to Interactive Books.* University of Iowa Press. (Peer reviewed)

Salter, A.; Murray, J. (2014). *Flash: Building the Interactive Web.* Platform Studies Series, MIT Press. (Peer reviewed)

Selected Journal Articles

Salter, A. (Expected Winter 2020). "Plundered Hearts: Infocom and the History of Romantic Play." *Feminist Media History.* (Peer reviewed, in press)

Winter, R.; **Salter, A.** (2019). "DeepFakes: Uncovering Hardcore Open Source on GitHub." *Porn Studies.* https://doi.org/10.1080/23268743.2019.1642794. (Peer reviewed)

Salter, A. (2019). "#RelationshipGoals? Joker, Harley Quinn, and Problematic Ships." *Television and New Media.* https://doi.org/10.1177/1527476419879916. (Peer reviewed)

Watson, K.; **Salter, A.** (2016). "Playing Art Historian: Teaching 20th Century Art through Alternate Reality Gaming." *International Journal for Scholarship of Technology Enhanced Learning.* 1.1: 100-111. (Peer reviewed)

Salter, A. (2015). "Alice in Dataland 2.0." *Kairos: A Journal of Rhetoric, Technology, and Pedagogy 20.1.* <http://kairos.technorhetoric.net/20.1/inventio/salter/index.html> (Peer reviewed)

Salter, A. (2015) "Convergent Devices, Dissonant Genres: Tracking the 'Future' of Electronic Literature on the iPad." *Electronic Book Review.* <http://www.electronicbookreview.com/thread/electropoetics/convergent>. (Peer reviewed)

Salter, A.; Blodgett, B. (2012) "Hypermasculinity & Dickwolves: The Invisibility of

Salter, A. (2011). "Virtually Yours: Desire and Fulfillment in Virtual Worlds." *The Journal of Popular Culture*, 44: 1120–1137. doi: 10.1111/j.1540-5931.2011.00891.x (Peer reviewed)

Burelle, M.; Kocurek, C.; Perez, A.; Reilly, M.; **Salter, A**.; Smith, G.; Vadakumchery, T. (2018). "The Spider's Web: Alternate Reality Game" *Ada: A Journal of Gender, New Media, and Technology*, Issue 13. (Peer reviewed)

Bert Scott

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Orlando FL 32806
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E-Mail: Bert.Scott@ucf.edu

Education

M.F.A. Theatre Design and Production, 1993
The University of North Carolina at Greensboro

B.S. Electrical Engineering, 1988
Virginia Polytechnic Institute and State University (Virginia Tech); Blacksburg, VA

Broadway Lighting Master Class w/Jules Fisher, 1998

Employment

2008-Present **Associate Professor and Area Coordinator for Theatre Design and Technology**
Department of Theatre - The University of Central Florida; Orlando, FL

2003-2008 **Assistant Professor and Area Coordinator for Theatre Design and Technology**
Department of Theatre - The University of Central Florida; Orlando, FL

2002-2003 **Production Manager/Associate Designer**
Philip Baloun Designs (Special Events Design Firm); New York, NY

2001-2002 **Visiting Assistant Professor of Theatre and Scenic Designer**
Department of Theatre - Binghamton University – SUNY; Binghamton, NY

2000-2001 **Visiting Assistant Professor of Theatre and Technical Director**
Dept. of Theatre and Dance - Southwest Missouri State University; Springfield, MO

1996-2000 **Assistant Professor of Theatre and Scenic Designer**
Department of Theatre and Dance - *The University of Michigan – Flint*; Flint, MI

1994-1996 **Assistant Professor of Theatre and Designer/Technical Director**
Dept. of Music and Theatre - Georgia College and State University; Milledgeville, GA

1994 **Assistant Scenic Designer/Properties Designer**
The Opera Company of Philadelphia; Philadelphia, PA

1992-1993 **Properties Master/Master Carpenter**
North Carolina Shakespeare Festival; High Point, NC

1990-1993 **Resident Lighting Designer/Technical Director**
Greensboro Ballet; Greensboro, NC

1988-1989 **Electrical Engineer**
The Washington Design Group, Ltd.; Lynchburg, VA

Teaching

The University of Central Florida
THE 2000 Theatre Survey
TPA 2201 Technical Theatre Production
TPA 2201L Technical Theatre Production Lab
TPA 2290,2291,4293,4294,4295 – Theatre production and performance I-V
TPA 3060 Scene Design I
TPA 3061 Scene Design II
TPA 3077C Scene Painting
TPA 3195L/3197L Summer Theatre Studio/Tech/Design I/II
TPA 3221 Lighting Design I
TPA 3401 Theatre Careers
TPA 3383C Topics in Technical Theatre
TPA 4250 CADD for Theatre
TPA 4251 Advanced CAD for Theatre
TPA 5062c Scene Design Studio (graduate)
TPA 5258c 2D CAD for Theatre (graduate)
TPA 5446 Design Practicum (graduate)
TPA 5061 Lighting Design Studio (graduate)
TPA 6938C Special Topics: Advanced Rendering and Modeling for Theatre (graduate)
Advisor to graduate and undergraduate scenic and lighting designers
(9) MFA Thesis Committees – (4) as chair

Binghamton University – SUNY
THE 203 Technical Production
THE 340 Scene Design Workshop
THE 385 Scene Painting

Southwest Missouri State University
THE 250 Construction for the Stage
THE 275 Drafting for the Stage
THE 354 Stage Management
Advisor to student scenic designers

The University of Michigan - Flint
THE 100 Introduction to Theatre
THE 215 Stagecraft
THE 216 Stage Lighting, Sound, and Management
THE 241 Modernism
THE 271 Introduction to Design
THE 380 Scenic Design
THE 385 Lighting Design
Advisor to student scenic and lighting designers

Georgia College
THR 100 Theatre practicum in Lighting/Scenery/Sound
THR 105 Introduction to theatre
THR 115 Stagecraft
THR 215 Introduction to Scenic Design
THR 216 Introduction to Lighting Design
THR 315 Advanced Scenic Design
THR 316 Advanced Lighting Design
THR 325 Theatre History I

THR 326 Theatre History II
THR 330 Directing I
THR 450 Theatre Management
THR 39-E Independent Study in Lighting Design
Advisor to student scenic and lighting designers

Service

The University of Central Florida

University
Faculty Senate 2012-2014
Undergraduate Policy & Curriculum Committee 2012-2013
Student Conduct Review Board, 2006-2008

College
Director of School of Performing Arts Search Committee 2011-12.
New Performing Arts Center Construction Committee 2008, 2009, 2010
Music & Theatre Merger Committee 2009, 2010

Department
NAST accreditation committee 2013-2014
Ass't Professor of Directing/Director of New Play Development Search Committee (chair) 2012
Technical Director Search Committee (chair), 2011
Production Manager Search Committee (chair), 2011
Ass't Professor of Lighting & Sound Design Search Committee, 2011
Design and Technology Area committee (chair), 2003-Present
Theatre Participation Courses Revision Committee (chair), 2004, 2005
Mission Statement Task Force (chair) 2004
Studio Laboratory Theatre committee, 2004, 2005
Graduate Curriculum Committee, 2003-2005
Undergraduate Curriculum Committee 2006-Present
Assessment Committee, 2004-Present
Production Manager Search Committee, 2004
Season Selection Committee, 2006-Present
Ass't Professor of Musical Theatre Search Committee, 2006
Master Electrician Search Committee (chair), 2006
Costume Shop Manager Search Committee, 2006
Ass't Professor of Design and Technical Production search committee, 2005
Ass't Professor of Sound Design search committee, 2005
Faculty member, Professional Advisory Board, 2004-2011

State
Adjudicator Region 11 Florida Thespian Scholarship Competition 2014
Adjudicator Region 11 Florida Thespian Scenic Design Competition 2012, 2013
Adjudicator Florida State High School Thespian scenic design competition, 2004, 2007
Adjudicator, Regional State High School Thespian One-Act Festival, 2003

Southwest Missouri State University
Theatre and Dance Department Season Selection Committee, 2001

The University of Michigan – Flint

University
Search Committee for Graphic Art/ Photography post (art department), 1998
Faculty Grievance Committee, 1999

Department
Creation of recruiting brochure, 1998
Search Committee for Theatre History/Literature post, 1997
Various graphic art designs for department
Scene painting and theatre technology workshops for Boy Scouts Explorers, 1997

American College Theatre Festival
Adjudicator for Central Michigan University - *Space Pandas*, 1996
Adjudicator for Albion College - *Picnic*, 1997
Adjudicator for Oakland University - *A Chorus Line*, 1998
Respondent for regional festival Design Projects, 1997, 1998, 1999

Georgia College

University
Semester Conversion Committee, 1996
Regent's Arts Advisory Committee, 1995, 1996
Consultant for for auditorium renovations, 1995, 1996

Department
Director-of-Theatre Search Committee, 1996

Organizational Affiliations

United Scenic Artists (Scenic and Lighting design member)
United States Institute for Theatre Technology
Southeastern Theatre Conference

Awards and Honors

UCF Research Incentive Award (RIA) 2013
Lighting design recognized for excellence by the American College Theatre Festival:
2005, by the region IV Committee for design of *As Bees in Honey Drown*
Scenic designs recognized for excellence by the American College Theatre Festival:
1997, by the region III Committee for design of *The Good Doctor*
1996, by the National Selection Committee for design of *Farther West*
Awarded "Special Merit" by UM - Flint for design of *Hamlet*, 1997
Southeastern Theatre Conference Graduate Lighting Design Competition, 2nd Place, 1992
Fletcher Fellowship for Graduate Study in Performing Arts - UNCG, 1989

Professional Presentations

"A Common Vocabulary for Collaboration: Designers talk to Directors and Playwrights"
Southeastern Theatre Conference, Greensboro, NC, March 2005

"A Common Vocabulary for Collaboration: Designers talk to Designers"
United States Institute for Theatre Technology, Toronto, ON, March 2005

Internal Grants and Funding Awards

2011 UCF Technology Grant: $197,000 for Wireless Microphones and Digital Mixer
2006 UCF Undergraduate Teaching Equipment Award: $11,800 for Digital Color Scrollers
2004 UCF Undergraduate Teaching Equipment Award: $3200 for Digital Design Lab upgrades
1999 UM-Flint CAS Faculty Development Grant: $1700 for Virtual Design Lab

Creative Work

2014

Nicholas Nickleby, Parts I&II	The Orlando Shakespeare Theatre	Scenery
Anything Goes	North Shore Music Theatre (Boston)	Scenery
Les Miserables	North Shore Music Theatre (Boston)	Scenery
Mary Poppins	Theatre By The Sea (Rhode Island)	Scenery
Guys & Dolls	Ocean State Theatre Company (Rhode Island)	Scenery & Lighting
Les Miserables	The Orlando Shakespeare Theatre	Lighting
The Foreigner	University of Central Florida	Scenery
…Spelling Bee	University of Central Florida	Scenery

2013

According to Goldman	Theatre Breaking Through Barriers (Off-Broadway)	Scenery & Lighting
La Cage Aux Folles	North Shore Music Theatre (Boston)	Scenery
La Cage Aux Folles	Theatre By The Sea (Rhode Island)	Scenery
Annie	Theatre By The Sea (Rhode Island)	Scenery
The King and I	Ocean State Theatre Company (Rhode Island)	Scenery
Legally Blonde	Ocean State Theatre Company (Rhode Island)	Scenery
Othello	The Orlando Shakespeare Theatre	Scenery
Sense & Sensibility	The Orlando Shakespeare Theatre	Scenery
Boeing Boeing	University of Central Florida	Scenery &Lighting
The Fantasticks	University of Central Florida	Scenery &Lighting

2012

The Merchant of Venice	Theatre Breaking Through Barriers (Off-Broadway)	Scenery & Lighting
All Shook Up!	North Shore Music Theatre (Boston)	Scenery
The Sound of Music	Theatre By The Sea (Rhode Island)	Lighting
9 to 5, The Musical	Theatre By The Sea (Rhode Island)	Scenery
Romeo & Juliet	The Orlando Shakespeare Theatre	Lighting
Cymbeline	The Orlando Shakespeare Theatre	Lighting
Ragtime	University of Central Florida	Lighting
No Sex Please, We're British	University of Central Florida	Scenery
Spike Heels	University of Central Florida	Scenery
Zombie Town	University of Central Florida	Scenery

2011

A Tuna Christmas	The Orlando Shakespeare Theatre	Scenery
Hairspray	Theatre By The Sea (Rhode Island)	Scenery
Twelfth Night	University of Central Florida	Scenery
2011 Orchid Show	NY Botanical Garden	(Scenery Assistant to Thomas Noel)
Alhambra Flower Show	NY Botanical Garden	(Scenery Assistant to Thomas Noel)

Barefoot in the Park	University of Central Florida	Scenery
Veronica's Room	University of Central Florida	Lighting
Love, Sex and the I.R.S	University of Central Florida	Scenery

2010

Bass for Picasso	Theatre Breaking Through Barriers (Off-Broadway)	Scenery & Lighting
Chaps	The Orlando Shakespeare Theatre	Scenery
Hamlet	The Orlando Shakespeare Theatre	Lighting
All's Well that Ends Well	The Orlando Shakespeare Theatre	Lighting
Pippi Longstocking	The Orlando Repertory Theatre	Lighting
Little Shop of Horrors	Theatre By The Sea	Scenery
Slime Time Live!	Nickelodeon/Norwegian Cruise Lines	Scenery
2010 Orchid Show	NY Botanical Garden	(Scenery Assistant to Thomas Noel)
Edible Garden kitchen	NY Botanical Garden	(Scenery Assistant to Thomas Noel)
On Golden Pond	University of Central Florida	Lighting
Who's Afraid of Virginia Woolf	University of Central Florida	Lighting
Dracula	University of Central Florida	Lighting

2009

A Nervous Smile	Theatre Breaking Through Barriers (Off-Broadway)	Scenery &Lighting
Yankee Tavern	The Orlando Shakespeare Theatre	Scenery
Much Ado About Nothing	The Orlando Shakespeare Theatre	Lighting
The Merchant of Venice	The Orlando Shakespeare Theatre	Lighting
Emily Dickens Exhibition	NY Botanical Garden	(Scenery Assistant to Thomas Noel)
Cole!	University of Central Florida	Scenery
Greater Tuna	University of Central Florida	Lighting
Proof	University of Central Florida	Scenery
Doubt	University of Central Florida	Scenery

2008

Romeo & Juliet	Theatre Breaking Through Barriers (Off-Broadway)	Scenery & Lighting
The Cocktail Hour	Theatre Breaking Through Barriers (Off-Broadway)	Scenery & Lighting
The Middle Ages	Theatre Breaking Through Barriers (Off-Broadway)	Scenery & Lighting
Kiss Me, Kate	The Orlando Shakespeare Theatre	Scenery
As You Like It	The Orlando Shakespeare Theatre	Lighting
Macbeth	The Orlando Shakespeare Theatre	Lighting
A Tuna Christmas	The Orlando Shakespeare Theatre	Lighting
A Christmas Story	The Orlando Repertory Theatre	Scenery
Darwin Exhibition	NY Botanical Garden	(Scenery Assistant to Thomas Noel)
The Alice Project	University of Central Florida	Lighting
Leading Ladies	University of Central Florida	Scenery
Urinetown	University of Central Florida	Lighting

2007

A Midsummer Night's Dream	Theatre by the Blind (Off-Broadway)	Lighting
The Rules of Charity	Theatre by the Blind (Off-Broadway)	Scenery & Lighting
The Merry Wives of Windsor	Orlando Shakespeare Festival	Lighting
The Comedy of Errors	Orlando Shakespeare Theatre	Scenery
The Trial of Ebenezer Scrooge	The Orlando Shakespeare Theatre	Lighting
Grease	Theatre West Virginia; Beckley, WV	Scenery & Lighting
Honey in the Rock	Theatre West Virginia	Lighting
Hatfields and McCoys	Theatre West Virginia	Lighting
All Shook Up	The Orlando Repertory Theatre	Scenery
2007 Gala Ball	Washington DC Opera Society	(Scenery associate to Philip Baloun)
2007 Orchid Show	New York Botanical Gardens	(Scenery associate to Philip Baloun)

Caribbean Flower Show	New York Botanical Gardens	(Scenery associate to Philip Baloun)
Schwarzman Birthday	New York 5th Ave. Armory Scenery	(Scenery associate to Philip Baloun)
Private Wedding	Pierre Hotel, NYC Scenery	(Scenery associate to Philip Baloun)

2006

Hamlet	Theatre by the Blind (Off-Broadway)	Lighting
Into The Woods	Orlando Shakespeare Festival	Scenery
Beauty and the Beast	Theatre West Virginia	Scenery & Lighting
Honey in the Rock	Theatre West Virginia	Lighting
Hatfields and McCoys	Theatre West Virginia	Lighting
The Miracle Worker	The Orlando Repertory Theatre	Scenery
Miracle on 34th St.	The Orlando Repertory Theatre	Scenery
Dora' Sing-Along-Adventure	Nickelodeon; Permanent installations:	Scenery
	Carowinds, Charlotte, NC	
	Canada's Wonderland, Toronto, ON	
	King's Dominion, Richmond, VA	
	Nickelodeon Family Suites Hotel, Orlando	
2006 Gala Ball	Washington DC Opera Society	(Scenery associate to Philip Baloun)
Private Wedding	Waldorf Astoria Hotel, NYC	(Scenery associate to Philip Baloun)
Hamlet	University of Central Florida	Lighting
Fiddler on the Roof	University of Central Florida	Lighting

2005

Oedipus	Theatre by the Blind (Off-Broadway)	Lighting
Twelfth Night	Orlando Shakespeare Festival	Scenery
The Wizard of Oz	Theatre West Virginia	Lighting
Honey in the Rock	Theatre West Virginia	Lighting
Hatfields and McCoys	Theatre West Virginia	Lighting
Footloose	The Community Theatre of Greensboro, NC	Scenery & Lighting
2005 Orchid Show	NY Botanical Garden	(Scenery associate to Philip Baloun)
2005 Gala Ball	Washington DC Opera Society	(Scenery associate to Philip Baloun)
Guys and Dolls	University of Central Florida	Scenery
Proposals	University of Central Florida	Lighting
As Bees in Honey Drown	University of Central Florida	Lighting

2004

Dial M for Murder	Theatre by the Blind (Off-Broadway)	Lighting
A Christmas Carol	Orlando Repertory Theatre	Scenery
Grease	The Community Theatre of Greensboro, NC	Scenery & Lighting
2004 Gala Ball	Washington DC Opera Society	(Scenery associate to Philip Baloun)
Moroco Themed Wedding	The Shakespeare Library, Wash. DC	(Scenery associate to Philip Baloun)
Art Deco Themed Gala	Private Residence, VA	(Scenery associate to Philip Baloun)
What The Butler Saw	University of Central Florida	Scenery
God's Country	University of Central Florida	Scenery & Lighting
Leader of the Pack	University of Central Florida	Scenery
Bedroom Farce	University of Central Florida	Scenery
Blithe Spirit	University of Central Florida	

2003

When I'm 64	Theatre by the Blind (Off-Off-Broadway)	Lighting
Ten Little Indians	Theatre by the Blind (Off-Off Broadway)	Lighting
Annie	The Community Theatre of Greensboro	Scenery & Lighting
2003 Orchid Show	NY Botanical Gardens	(Scenery associate to Philip Baloun)
San Tropez Themed Party	Private Residence, 5th Ave, NYC	(Scenery associate to Philip Baloun)
Cosmonaut Weekend	President Wilson Hotel, Geneva	(Scenery associate to Philip Baloun)

Assassins	University of Central Florida	Scenery

2002

Annie Get Your Gun	Stages St. Louis; St. Louis, MO	Scenery
George M!	Tent Theatre; Springfield, MO	Scenery
Harvey	Tent Theatre	Scenery
The Fantasticks	Tent Theatre	Scenery
Joseph…Dreamcoat	Theatre West Virginia	Scenery
Machinal	Binghamton University, Binghamton, NY	Scenery
Gypsy	The Community Theatre of Greensboro, NC	Scenery & Lighting
Sports themed Bar Mitzvha	The Harvard Club, NYC	(Scenery associate to Philip Baloun)

2001

Mississippi Love	Branson, MO (Starring Debby Boone)	Lighting
South Pacific	Landers Theatre; Springfield, MO	Lighting
The Pirates of Penzance	Tent Theatre	Scenery
Catfish Moon	Tent Theatre	Scenery
Trixie True, Teen Detective	Tent Theatre	Scenery
Fiddler on the Roof	Landers Theatre	Scenery
The Sound of Music	Theatre West Virginia	Scenery
Chicago	Binghamton University	Scenery
Into The Woods	James Madison University, Harrisonburg, VA	Scenery
Damn Yankees!	The Community Theatre of Greensboro	Scenery & Lighting
The Secret Garden	Southwest Missouri State; Springfield, MO	Lighting

2000

The Wizard of Oz	Theatre West Virginia	Scenery & Lighting
Hatfields and McCoys	Theatre West Virginia	Scenery & Lighting
The Honey in the Rock	Theatre West Virginia	Scenery & Lighting
School House Rock, Live!	Theatre West Virginia	Scenery
Dames at Sea	The Community Theatre of Greensboro	Scenery
Actor, Lawyer, Indian Chief	Landers Theatre	Lighting
Della's Diner	Tent Theatre	Lighting
The 1940's Radio Hour	Tent Theatre	Lighting
Barefoot in the Park	Tent Theatre	Lighting
Measure for Measure	University of Michigan – Flint; Flint MI	Scenery
Godspell	University of Michigan – Flint	Scenery

1999

Hatfields and McCoys	Theatre West Virginia	Scenery & Lighting
The Honey in the Rock	Theatre West Virginia	Scenery & Lighting
Grease	Theatre West Virginia	Scenery & Lighting
Beauty and the Beast	Theatre West Virginia	Scenery
The Last Hanging in Pike Cnty	Theatre West Virginia	Scenery
Fiddler on the Roof	The Community Theatre of Greensboro	Scenery & Lighting
The Wizard of Oz	The Community Theatre of Greensboro	Scenery & Lighting
A Streetcar Named Desire	University of Michigan – Flint	Scenery
The Grapes of Wrath	University of Michigan – Flint	Scenery
Earl the Vampire	University of Michigan – Flint	Scenery

1998

The Wizard of Oz	Theatre West Virginia	Scenery & Lighting
Hatfields and McCoys	Theatre West Virginia	Scenery & Lighting
The Honey in the Rock	Theatre West Virginia	Scenery & Lighting
The Apple Tree	Theatre West Virginia	Scenery

West Side Story	The Community Theatre of Greensboro	Scenery & Lighting
The 1940's Radio Hour	University of Michigan – Flint	Scenery
The Love of the Nightingale	University of Michigan – Flint	Scenery & Video
Hamlet	University of Michigan – Flint	Scenery & Video
Fires in the Mirror	University of Michigan – Flint	Scenery

1997

Fiddler on the Roof	Theatre West Virginia	Scenery
Funny Girl	The Community Theatre of Greensboro	Scenery & Lighting
Hatfields and McCoys	Theatre West Virginia	Scenery
The *Honey in the Rock*	Theatre West Virginia	Scenery
The Fifth of July	University of Michigan – Flint	Scenery
The Good Doctor	University of Michigan – Flint	Scenery
Once on This Island	University of Michigan – Flint	Scenery
A Bright Room Called Day	University of Michigan – Flint	Scenery

1996

Hatfields and McCoys	Theatre West Virginia	Scenery & Lighting
Honey in the Rock	Theatre West Virginia	Scenery & Lighting
La Cage Aux Follies	The Community Theatre of Greensboro	Scenery & Lighting
Hay Fever	University of Michigan – Flint	Lighting
Further West	University of Michigan – Flint	Scenery
Anything Goes	Theatre West Virginia	Scenery
Big River	Georgia College, Milledgeville, GA	Scenery & Lighting
Rosencrantz & Guildenstern…	Georgia College	Lighting
Hamlet	Georgia College	Scenery & Lighting

1995

Glory Bound	Lime Kiln Theatre, Lexington, VA	Scenery & Lighting
Hatfields and McCoys	Theatre West Virginia	Scenery
The Honey in the Rock	Theatre West Virginia	Scenery
By Bye, Birdie	Theatre West Virginia	Scenery
The Baltimore Waltz	Georgia College	Lighting
The Tempest	Georgia College	Scenery & Lighting
The Pirates of Penzance	Georgia College	Scenery & Lighting
The Fantastiks	Georgia College	Lighting
The Crucible	Georgia College	Scenery & Lighting
Sister Mary Ignatious…	Georgia College	Scenery & Lighting

1994

The Magic Flute	The Opera Company of Philadelphia (Scenery assistant to Boyd Ostroff)	
Cat on a Hot Tin Roof	Georgia College	Scenery & Lighting
The Good Times are Killing Me	Georgia College	Scenery & Lighting

Eileen M Smith
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Maitland, FL 32751

Professional Resume

EDUCATION
1976 - 1979	Bachelor of Arts, Communication; Minor, Sociology, Interpersonal Communication
	Georgia State University
	Atlanta, GA
1979 – 1981	Master of Arts, Theater
	University of Louisville
	Louisville, KY

EMPLOYMENT
1982-1985	Administration staff, Southern Arts Federation, Atlanta, Georgia.
1985-1986	Director of Administration, Southern Arts Federation, Atlanta, Georgia.
1986-1991	Director of Administration and Finance, Great Explorations, The Hands On Museum, St Petersburg, FL.
1991-1997	Executive Director, Great Explorations, The Hands On Museum, St. Petersburg, FL.
1997-1998	Director of Exhibits, Orlando Science Center, Orlando, FL
1998-2003	Vice President, Exhibits and Public Programs, Orlando Science Center, Orlando, FL
2003 – 2017	Instructor, School of Visual Arts & Design, University of Central Florida, Orlando, FL.
2003-2009	Researcher/Associate Director, Media Convergence Lab, UCF Institute for Simulation & Training, Orlando, FL
2003 – 2010	Research Faculty/ UCF Institute for Simulation & Training
2010 – 2017	Research Faculty/Director, E2i Creative Studio, UCF Institute for Simulation & Training
2017 – Present	Program Director, Applied Research/Director, E2i Creative Studio, UCF IST

PROFESSIONAL ACTIVITIES
1991	Leadership St Petersburg, St. Petersburg Chamber of Commerce, St. Petersburg, FL
1992 - 1997	Board Member, Association of Science-Technology Centers
1999	Leadership Orlando, Class of 45, Orlando Chamber of Commerce, Orlando, FL
2010 – 2016	Service on multiple National Science Foundation (NSF) program review panels
2012	FL High Technology Corridor Council "Face of Technology" spotlight
2012	Tutorials Chair, GameTech Defense Users Conference, Orlando, FL
2013 - 2014	Program Chair, GameTech Defense Users Conference, Orlando, FL
2013-2015	United Arts Committee Member, Large Organization Grant Funding panel
2014	United Arts Standards & Allocations Committee Member
2015-2016	Monthly M&S columnist for UCF Forum, both online and over WUCF radio
2015 – 2017	Area Coordinator, Digital Media, School of Visual Arts & Design
2016 – 2018	Co-chair, Comm. Advisory Board, Otronicon Simulation Festival, Orlando Science Center
2017	Awarded a UCF Research Incentive Award
2017	Named one of the inaugural UCF Luminary Scholars
2019	Community Advisory Board member, Otronicon Festival, OSC

RESEARCH PLATFORMS

My interests in research are wide-ranging, stemming from several overarching umbrellas of focus.

- Researching and assessing appropriate use of the spectrum of technology for learning
- Using technology to transcend the physical learning environment
- Applying emerging technologies to learning for differing learners

Researching and assessing appropriate use of the spectrum of technology for learning

Technology is not one entity, but is a spectrum, each bringing its own capabilities and constraints to a learning project. I have been working since 2004 on exploring with various partners how we evaluate the value of each mode in the spectrum, and how to objectively assess learner impact. A large-scale immersive project was high-risk training in front-line fire control that was launched as an operational training system in Orange County, Florida in 2012. To date, they have trained over 1,000 new lieutenants in tactical incident command as a part of a multi-technology project ranging from CRT training to traditional lecture to immersive simulation. DHS funded E2i to expand that success into Unified Command, a current active project. The fire project also led to a major workplace transformation initiative with Schlumberger Technology Corporation, with initial 2016-17 pilot focused on improving the success of Downhole Tool Specialists working on both land and sea-based oil platforms. Schlumberger is in its second expansion phase from that initial work.

E. Smith, P. Bockelman, M. Carney, C. Fidopiastis, "Designing for Operational Environments: Interactive Training using Multimodal Technologies", HCII 2017 Tutorial Workshop, Vancouver, Canada.

E. Smith, R. Tarr, M. Carney, C. Fidopiastis, "Design of Training Programs using Multiple Modalities of Technologies", HCII 2016 Tutorial Workshop, Toronto, Canada.

E. Smith, R. Tarr, C Fidopiastis and M Carney, "Working the Modes: Understanding the Value of Multiple Modalities of Technologies for Learning and Training Success," HCII 2015, Los Angeles, CA.

R. Tarr, E. Smith, E. Totten, M. Carney and M. Wajda, "Utilizing Simulation and Game-based Learning to Enhance Incident Commander Training," Interservice/Industry Training, Simulation, and Education Conference (I/ITSEC), Orlando, FL, December, 2014.

Norris, A.E., Smith, E, and Hughes, C.E. (2011) Building health games through interdisciplinary research: Working the problem. Paper presented at the Sigma Theta Tau 21st international Nursing Research Congress. Orlando, FL, July 12-16, 2010.

D. Hughes, C. Jerome, C. E. Hughes and E. Smith, "The Application and Evaluation of Mixed Reality Simulation," *The PSI Handbook of Virtual Environments for Training and Education: Developments for the Military and Beyond,* Praeger Security International, Westport, CT, November 2008, 254-277.

L. Dieker, M. Hynes, C. E. Hughes and E. Smith, "Implications of Mixed Reality and Simulation Technologies on Special Education and Teacher Preparation," *Focus on Exceptional Children*, February 2008, 1-20.

C. M. Fidopiastis, C. B. Stapleton, J. D. Whiteside, C. E. Hughes, S. M. Fiore, G. A. Martin, J. P. Rolland and E. M. Smith, "Human Experience Modeler: Context Driven Cognitive Retraining to Facilitate Transfer of Training," *CyberPsychology and Behavior*, 9(2), April, 2006, 183-187.

C. E. Hughes, G. Harrison, S. Fiore, E. Rutstrom, E. Smith and C. B. Stapleton, "Cognition in Natural Environments: Using Simulated Scenarios in Complex Decision Making," *Proceedings of Army Science Conference (ASC) 2004*, Orlando, FL, November 29-December 2, 2004.

C.E. Hughes, C.B. Stapleton, S.N. Pattanaik, E. Smith, and S. Malo, "MR Sea Creatures – A Cretaceous Journey in Augmented Virtuality", *Proceedings of ISMAR 2004*, Washington, DC, October 31-Nov 4, 2004.

Using technology to transcend the physical learning environment

This area has been an active pursuit for over 15 years, starting at the Orlando Science Center and a partnership with UCF on a project called Measure Me, which looked at how technology can help learning data move between the environments of the museum, the classroom and the home. It set the stage for research activities at UCF under an Experiential Learning Initiative, which has resulted in multiple funded projects, including NSF major projects "Waters Journey through the Everglades", "Interconnections", and "Whole Body Metaphor". The largest of those projects, "Waters Journey" was a multi-exhibit enhancement to the Museum of Discovery and Science in Ft. Lauderdale, launched in 2012.

D. McNeely, R Seltzer, S Priselac, N Priselac, E Smith, S Nelson, H Norton, A Frascati, A Siddiqui, "Inquiry and Design Approach to STEM Education using Project-based Learning," Interservice/Industry Training, Simulation, and Education Conference (I/ITSEC), Orlando, FL December, 2015.

E. Smith, M. Carney and K Cavendish, "Applying Simulations to Social Learning Experiences", *ASTC Dimensions,* May/June, 2013, 48-50.

C.E. Hughes, L. Dieker, E. Smith, O. Bedesem, M. Kalaf and R. Moss, "Clinical experiences via Virtual World," American Association of College for Teacher Education 61st Annual Meeting and Exhibits (AACTE 2009), Chicago, IL, February 6-9, 2009.

L. C. Walters, C. E. Hughes and E. Smith, "Shadows of Canaveral: The Application of VR to a Post World War II Subject," *Computer Applications and Quantitative Methods in Archaeology 2009 (CAA2009)*, Williamsburg, VA, March 22-26, 2009.

L. C. Walters, E. Smith and C. E. Hughes, "The Future of Museum Experiences," *The PSI Handbook of Virtual Environments for Training and Education: Developments for the Military and Beyond,* Praeger Security International, Westport, CT*,* November 2008, 444-452.

L. C. Walters, C. E. Hughes and E. Smith, "Come Back to the Fair," *14th International Conference on Virtual Systems and Multimedia (VSMM) '08*, Limassol, Cyprus, October 20-26,2008.

C. B. Stapleton, E. Smith & C. E. Hughes, "The Art of Nurturing Citizen Scientists through Mixed Reality," *ISMAR 2005*, Vienna, Austria, October 5-8, 2005, 2-11.

C. E. Hughes, E. Smith, C. B. Stapleton and D. E. Hughes, "Augmenting Museum Experiences with Mixed Reality," *Proceedings of KSCE 2004*, St. Thomas, V.I., November 22-24, 2004

Applying emerging technologies to learning for differing learners

Emerging technologies, with the ability to transcend the physical learning environment with various levels of virtual enhancement, promise great benefit to learners of all abilities. Projects in this area have included high-end tracked Mixed Reality environments which allowed our researchers to study not only the subjective observation of learners while engaged in learning simulations, but also to objectively track their location, movements, and brain engagement, as they engage with learning environments. These types of interactions

were studies with special education populations and teacher preparation, with a series of multi-researcher projects looking at potential high-risk areas for differing learners (MR Kitchen, MR Restaurant, and MR Warehouse).

E. Smith, P. Bockelman, M. Carney, C. Fidopiastis, "Imagining a Future of Symbiotic Human Interaction with Technology", HCII 2019 Tutorial Workshop, Orlando, FL.

C. Fidopiastis, C. E. Hughes, and E. Smith, "Mixed Reality for PTSD/TBI Assessment," *14th Annual International CyberTherapy and CyberPsychology Conference (CT14)*, Lago Maggiore, Verbania-Intra, Italy, June 21-23, 2009.

Hughes, D., Smith, E., Shumaker, R, and Hughes, C.E. (2009). Virtual Reality for Accessibility. *Universal Access Handbook*, CRC Press, Chapter 12, 12-1 – 12-10.

M. Salva, B.K. Wiederhold, A.J. Alban, C.E. Hughes, E. Smith, C. Fidopiastis and M.D. Wiederhold, "Cognitive Therapy using Mixed Reality for those impaired by a Cerebrovascular Accident (CVA)," *Annual Review of Cybertherapy and Telemedicine 2009: Advanced Technologies in the Behavioral, Social and Neurosciences*, IOS Press BV, Amsterdam, 2009, 253-256.

C Fidopiastis, C.E. Hughes, and E. Smith, "Mixed reality for PTSC/TBI Assessment," *Annual Review of Cybertherapy and Telemedicine 2009: Advanced Technologies in the Behavioral, Social and Neurosciences*, IOS Press BV, Amsterdam, 2009, 216-240.

N. Beato, D. Mapes, C.E. Hughes, C. Fidopiastis and E. Smith, "Evaluating the Potential of Cognitive Rehabilitation with Mixed Reality, " *HCI International 2009 (HCII 2009),* San Diego, CA. 2009.

L. Dieker, M. Hynes, C. E. Hughes and E. Smith, "Implications of Mixed Reality and Simulation Technologies on Special Education and Teacher Preparation," *Focus on Exceptional Children*, February 2008, 1-20.

C. M. Fidopiastis, D. M. Nicholson, C. E. Hughes and E. M. Smith, "Developing Baseline Assessments for Virtual Rehabilitation Environments," *4th INTUITION International Conference and Workshop 2007*, Athens, Greece, October 4-5, 2007, Poster.

C. M. Fidopiastis, C. E. Hughes, E. M. Smith and D. M. Nicholson, "Assessing Virtual Rehabilitation with Biophysical Metrics," *Virtual Rehabilitation 2007*, Venice, Italy, September 27-29, 2007, Poster.

C. M. Fidopiastis, C. B. Stapleton, J. D. Whiteside, C. E. Hughes, S. M. Fiore, G. A. Martin, J. P. Rolland and E. M. Smith, "Human Experience Modeler: Context Driven Cognitive Retraining to Facilitate Transfer of Training," *CyberPsychology and Behavior*, 9(2), April, 2006, 183-187.

C. E. Hughes, C. B. Stapleton, D. E. Hughes & E. Smith, "Mixed Reality in Education, Entertainment and Training: An Interdisciplinary Approach," *IEEE Computer Graphics and Applications*, 26(6), November/December 2005, 24-30.

RESEARCH FUNDING (Representing over $12 million…not complete list)

Project Title	Funding Agency	Role on Project	Project Dates
Schlumberger Downhole Tools Simulation Pilot: Creating a Simulation-based Blended Learning System (SBBLS)	Schlumberger Technology Corporation	Principal Investigator	2015 – 2019

Transforming Next Generation Emergency Response	Department of Homeland Security NGFR Program	Principal Investigator	2016 – 2018
A Novel Pregnancy Prevention Intervention for Latino Middle School Girls	National Institutes for Health NINR through subaward from UM	Principal Investigator for UCF activity	6/2012 – 6/2019
Metaphor-Based Learning of Physics Concepts through Whole-Body Interaction in a Mixed Reality Science Center Exhibit	National Science Foundation AISL through subaward from UIUC (including supplement)	Co-PI on overall grant; PI on UCF portion	9/2011 – 2/2017
SUMIT	ARL/STTC GRAISR	Principal Investigator	9/2014 – 9/2017
Analysis of Welfare Professionals	FL Dept of Children & Families / Community Based Care of Central FL	PI on completion of grant activity due to original PI retirement	8/2015 – 9/2016
NINR: Promoting Cancer Management	National Institutes for Health / NINR	Co-PI under Nursing PI Loerzel	7/2015 – 6/2016
Improving Leader Accountability	Defense Threat Reduction Agency (DTRA)	PI on initial concept phase	1/2016 – 6/2016
Glucose Simulator Pilot	Internal funding	Co-PI	2014 - 2016
VR as a Means to Optimize Language Maintenance Therapy in Dementia	Internal funding	Co-PI	2016 – 2016
Interconnections: Revisiting the Future	National Science Foundation	Co-PI	9/2009 – 8/2014
Connected Garden	ADL through STTC TO82	Co-PI	6/2013 – 3/2014
Incident Command Training	Orange County Fire Rescue (flow down from FEMA)	Co-PI	6/2012 – 8/2013
Water's Journey through the Everglades	National Science Foundation (including supplement)	Principal Investigator	7/2007 – 7/2012
Space, Science and Spirituality	Templeton Foundation	Co-PI	9/2011 – 6/2012
RTP3: State Teacher Education	FL Dept of Education	Research Faculty	1/2012 – 6/2012
ER Triage Pilot	Internal funding	Co-PI	2011 - 2012

PRESENTATIONS (not a complete list)

TITLE	CONF/AGENCY	LOCATION	DATE
Video Analytics for Large Venue Security	Disney Leisure International invitational workshop	Anaheim, CA	August, 2017
Designing for Operational Environments: Interactive Training using Multimodal Technologies	HCII Conference invited tutorial session	Vancouver, Canada	July, 2017
Booth presence supporting ICS commercialization activities.	IAFC Conference	Charlotte, NC	July, 2017
Supporting Discussions on Next Gen First Responder APEX program activities	IWCE 2017	Las Vegas, NV	March, 2017
Modeling and Simulation (M&S), Augmented Reality (AR), and Virtual Reality (VR) applications for Incident Command training for the Next Generation First Responder	IWCE 2017	Las Vegas, NV	March, 2017
Scenario-based Simulation: Booth Discussions	IITSEC 2016	Orlando, FL	December, 2016
Understanding the value of learning simulations	ASTC 2016	Tampa, FL	October, 2016
Emerging simulation projects: crossing cultures for successful learning	AHFE 2016	Orlando, FL	August, 2016
Supporting Discussions on Next Gen First Responder APEX program activities	APCO 2016	Orlando, FL	August, 2016
Design of Training Programs using Multiple Modalities of Technologies	HCII 2016	Toronto, CA	July, 2016
Exploring Engagement with Avatars As a Function of Designing Puppeteered Learning Experiences	HCII 2016	Toronto, CA	July, 2016
Creating the Avid Leaner as we Redefine the Village:	FL Dept of Education Teacher Quality Strategic Team Workshop	Orlando, FL	March, 2016

Serious Games, 24/7 Learning and Global Connectivity			
Creating the Avid Leaner as we Redefine the Village: Serious Games, 24/7 Learning and Global Connectivity	STEAM Conference	Atlanta, GA	September, 2015
Invited Guest for Strategic Discussions	Canon Expo NY	New York NY	September 2015
Technology: Panacea or Plague?	Association of Children's Museums Conference	Indianapolis, IN	May, 2015
Creating the Avid Leaner as we Redefine the Village: Serious Games, 24/7 Learning and Global Connectivity	IITSEC Conference	Orlando, FL	December, 2014
How the IITSEC exhibit hall can be seen as a motivational tool for science and math educators?	IITSEC Conference	Orlando, FL	December, 2014
I'm a What? Metaphor-based interactions as pathways to learning	ASTC 2014 Conference	Raleigh, NC	October, 2014
Virtual Robot Challenge	eCYBERMISSION National S&E Judging Workshop	National Training Center, DC	June, 2014
Creating the Avid Leaner as we Redefine the Village: Serious Games, 24/7 Learning and Global Connectivity	GameTech Defense Users Conference	Orlando, FL	April, 2014
Bringing Authentic Research into the Undergraduate Classroom	UCF Summer Faculty Development Conference	Orlando, FL	5/2/12
Simulation as an Educational Tool	Winter Park Rotary	Winter Park, FL	4/30/12
Simulation in Education	Downtown Orlando Breakfast Rotary	Orlando, FL	4/10/12
Bringing Authentic Research into the Undergraduate Classroom	FCTL Conference at UCF	Orlando, FL	4/4/12
Toys to Tools: Understanding Effects of Traumatic Brain Injury	GameTech Conference 2012	Orlando, FL	3/30/12
Sustainability Science Convening	NSF PI Summit	Washington, DC	3/14-16/2012

Water's Journey through the Everglades	NSF Sustainability Science CAISE Convening	Washington, DC	2/5 - 7/2012
Virtual and Augmented Reality	IITSEC techPATH Modeling & Simulation Workshop	Orlando, FL	11/28/11
MS&T Session Panel	State Economic Development Council Meeting	Orlando, FL	6/24/11
Augmented Reality	MT3 Conference	Orlando, FL	6/2/11
Toys To Tools: Untightening the Screw	GameTech Conference 2011	Orlando, FL	3/22/11

SERVICE (highlights)
Community outreach
    IEEE Conference 2013 FLAVRS Florida Spotlight Event, Orlando, FL
    ACM Case Study Committee member
    ACM Professional Development Committee member
    Dr. Philips Center for the Performing Arts Community Advisory Board – IDEAS workshop
    Teach-In at Lake Nona Middle School
    Wounded Warriors 2011 5K/10K Event Volunteer

    stemCONNECT is an ongoing educational initiative of The Corridor, expanding the live techPATH workshops for educators and students into a 23-county online program system, where industry experts from STEM fields chat live with middle and high school students in a live web connection into their classrooms or community programs. This program has built a strong reputation over the past 2 years and is growing organically.

    Otronicon Video Game and Simulation Festival is an annual event at the Orlando Science Center. I have been involved in its planning since v.1; this year will be v.13 and I am co-chairing the Community Advisory Board with Elaine Raybourn from Sandia National Labs. E2i has spearheaded their Game Jam since its inception; this year is year 5.

UCF research collaborations (beginning as unfunded or internal pilots)
    College of Health and Public Affairs, COHPA - Cognitive Recovery and Quality of Life
    Faculty colleagues: Troche, Rudy-Hoffman, and Whiteside/Fidopiastis

    College of Nursing - Healthy Living; Prevention and Treatment
    Faculty colleagues: Norris, Loerzel, Allred, Quelly, and Heglund

UCF Internal and Committee service
    Provost M&S subcommittee
    IST strategic planning committee
    FAAR revision committee
    AESP Committee for revision of faculty evaluation document and processes
    IST Search Committee for faculty member
    UCF Women's Research Center Executive Council – term began February, 2011
    Honorary Coach, UCF Women's Basketball Team, January 19, 2012

Aphasia House Brain Injury Survivors Weekly Meetings
IST 7-Year Review Committee
Provost MS&T Committee (Subcommittee 2 convener)
SVAD Search Committee (committee Chair) – Assistant Professor, DM Generalist
SVAD Search Committee (committee Chair) – Assistant Professor, Interactive Technologies
Internal panelist for CAH Research grant program
IST Search Committee for Research Associate, HPH lab
IST Search Committee for Cyber Research Associate position
SVAD/T&T Search Committee for new faculty hire
Cluster hire proposal with Forensics, Chemistry, Statistics, et.al

IITSEC Conference
- **IITSEC** participation in the Team Orlando booth each year since 2003 (14 years this year), showcasing human-centric research using technology.
- Paper presentations and session presentations have been included in multiple years.
- For the past 3 years, E2i has also showcased in the STEM Pavilion, focusing on undergraduate internship projects using emerging technology.
- I have been a key member of the planning team for the annual techPATH educator workshop on the Monday of IITSEC since coming to UCF in 2003; sessions all morning, then lunch and tour of the exhibit hall in the afternoon (85 - 95 teachers each year)
- E2i supports the educator day on Wednesday afternoon in the exhibit hall, with an accompanying student day on Thursday afternoon.

TEACHING

Digital Media Courses Taught
 I have been teaching two (2) courses per semester for Digital Media from 2004 - 2017. Information on SPI scores for teaching is available upon request. The upper level courses include:
    Game Design
    Game Design Workshop
    Interactive Entertainment
    Converging Media
    Production I
    Production II
    Evolution of Video Games
    Independent Research credits
    Directed Independent Study credits
    Internship credits
    Media Business Practices (designed this course)

DM Coordinator (2015-2017)
In 2015 the new Director of the School of Visual Arts & Design asked me to serve as Area Coordinator for Digital Media in the newly formed school combining DM, Film, Art, Photography and Architecture. That commitment reduced my classroom teaching to one (1) course per semester from the list above.

E2i Internship Program: Growing the next generation simulation developer

Undergraduate student interns have always been a function of my UCF experience, both at MCL and now in E2i Creative Studio. The program has grown over the years in both quality and quantity. We accept less than half of our applicants each semester so we can give all a quality experience. The numbers of interns has grown to 25 - 30 per calendar year. Collaborations between UCF faculty and community partners have resulted in meaningful creative project development opportunities for each intern, with portfolio-level results at the end of their internship. National partners such as Canon USA have participated in offering substantive career building experiences for interns in 2014-2016. E2i held a MEAL Open House on April 21, 2016 where over 35 UCF students were introduced to high-end mixed reality and told about intern opportunities.

The Orlando Sentinel covered the Open House; read more at
http://www.orlandosentinel.com/business/technology/os-ucf-augmented-reality-work-20160509-story.html

E2i 2016-2017 Internship Program: Growing the next generation simulation developers

Fall 2016 Canon Internship Project (12 interns)
- Four projects exploring various business silos
    - Film Pre-visualization
    - Airline Evacuation/improved design
    - Equipment Manufacturing/hidden forces
    - Epidemic Spread/human behavior

Spring 2017 Internship Projects (10 interns)
- Dr. Cali Fidopiastis – supporting Psychosynthesis concept design with VR
- Dr. Janet Whiteside – supporting Aphasia rehabilitation design and development with VR
- Michael Carney - Schlumberger animation support for S03 early character movements
- Dr. Lori Walters - Reconstructing a virtual model for 3D printing

Summer, 2017 Internship Projects (3 interns)
This intern group has given substantive artistic support to the E2i team for the SLB SO3 project. They also created the 3rd prototype for a VR graphic novel, set in a park in Paris, France.

2018-2019 Internship Projects (variable students each semester
- Evolutions in 2018 of the earlier playtesting cycles on tools for therapists
- Piloting a 2019 the idea of remote interns with Claflin University, an established HBCU partner on workforce diversification for over 5 years with e2i Creative Studio with summer trips from SC to FL.

MEL STANFILL

Assistant Professor
University of Central Florida
Department of Games and Interactive Media

http://melstanfill.com
mel.stanfill@ucf.edu
Twitter: @melstanfill

ACADEMIC APPOINTMENTS

Assistant Professor (2016 to present)
Texts & Technology, College of Arts and Humanities, University of Central Florida
Games and Interactive Media, Nicholson School of Communication and Media, University of Central Florida

> Graduate Faculty, Digital Media
> Faculty Affiliate, Women's and Gender Studies

Post-Doctoral Research Associate (2015 to 2016)
American Studies, Purdue University

Visiting Lecturer (2015)
Media and Cinema Studies, University of Illinois, Urbana-Champaign

Instructional Assistant Professor (2015)
Women's and Gender Studies, Illinois State University

EDUCATION

Ph.D., Communications and Media (Spring 2015). University of Illinois, Urbana-Champaign.

> Graduate Minor in Gender and Women's Studies
> Graduate Minor in Queer Studies

M.A., Media and Cultural Studies (Spring 2008). California State University, East Bay.

B.A., English (Spring 2004). University of California, Berkeley.

PUBLICATIONS

Books

Stanfill, M. (2019). *Exploiting Fandom: How the Media Industry Seeks to Manipulate Fans.* University of Iowa Press. (Peer reviewed).

Salter, A. and **Stanfill, M** (Under contract). A Portrait of the Auteur as Fanboy: The Gendering of Authorship in Transmedia Franchises. University of Mississippi Press. (Peer reviewed).

Full manuscript under review March 2019.

Journal Articles

Kretzschmar, M., & **Stanfill, M.** (2018). Mods as Lightning Rods: A Typology of Video Game Mods, Intellectual Property, and Social Benefit/Harm. *Social & Legal Studies*, OnlineFirst. https://doi.org/10.1177/0964663918787221 (Peer reviewed)

Navar-Gill, A., **Stanfill, M.** (2018). "We shouldn't have to trend to make you listen": Queer fan hashtag campaigns as production interventions. Special Issue on Queer Production Studies, *Journal of Film and Video. 70* (3-4): 85-100. (Peer reviewed)

Stanfill, M. (2017). "Where the Femslashers are: Media on the Lesbian Continuum." *Transformative Works and Cultures* 24 doi: 10.3983/twc.2017.959. <http://journal.transformativeworks.org/index.php/twc/article/view/959> (Editor reviewed)

Citations: 1 (Google Scholar, January 15).

Stanfill, M., Valdivia, A. N. (2017). "(Dis)locating Nations in the World Cup: Football Fandom and the Global Geopolitics of Affect." *Social Identities* (23) 1: 104-119. doi:10.1080/13504630.2016.1157466. (Peer reviewed)

Stanfill, M. (2015). "The Interface as Discourse: The Production of Norms through Web Design." *New Media & Society* 17 (7): 1059-1074. doi:10.1177/1461444814520873. (Peer reviewed)

Citations: 46 (Google Scholar, January15)
Journal Impact factor: 4.42

Stanfill, M. (2015). "Spinning Yarn with Borrowed Cotton: Lessons for Fandom from Sampling." *Cinema Journal* 54 (3) pp. 131-37. doi: 10.1353/cj.2015.0021. (Editor reviewed)

Citations: 9 (Google Scholar, January 15)

Stanfill, M.; Condis, M. (2014). "Fandom and/as labor." *Transformative Works and Cultures* 15. doi:10.3983/twc.2014.0593. <http://journal.transformativeworks.org/index.php/twc/article/view/593>. (Editor reviewed)

Citations: 39 (Google Scholar, January 15)

Stanfill, M. (2013). "They're Losers, but I Know Better': Intra-Fandom Stereotyping and the Normalization of the Fan Subject." *Critical Studies in Media Communication* 30 (2): 117-134 doi:10.1080/15295036.2012.755053. (Peer reviewed)

Citations: 51 (Google Scholar, January 15)

Stanfill, M. (2013). "Fandom, Public, Commons." *Transformative Works and Cultures* 14 doi:10.3983/twc.2013.0530. <http://journal.transformativeworks.org/index.php/twc/article/view/530/407 > (Editor reviewed)

Citations: 14 (Google Scholar, January 15)

Stanfill, M. (2012). "Finding Birds of a Feather: Multiple Memberships and Diversity without Divisiveness in Communication Research." *Communication Theory.* 22 (1): 1–24. doi:10.1111/j.1468-2885.2011.01395.x. (Peer reviewed)

Stanfill, M. (2011) "Doing Fandom, (Mis)doing Whiteness: Heteronormativity, Racialization, and the Discursive Construction of Fandom." *Transformative Works and Cultures.* 8: n.p. doi:10.3983/twc.2011.0256. <http://journal.transformativeworks.org/index.php/twc/article/view/256/243>. (Peer reviewed)

Book Chapters

Stanfill, M.; Gurrie, C.; Korn, J.; Martin, J.; White, K. (2018). "Climate on Campus: Intersectional Interventions in Contemporary Struggles." *Interventions: International Communication Association 2017 Theme Book.* Edited by Travers Scott and Adrienne Shaw. Peter Lang. (Editor reviewed)

Stanfill, M. (2018). "The Unbearable Whiteness of Fandom and Fan Studies." *Wiley-Blackwell Companion to Fandom.* Edited by Paul Booth. (Editor reviewed)

Stanfill, M. (2017). "The Fan Fiction Gold Rush, Generational Turnover, and the Battle for Fandom's Soul." In *The Routledge Companion to Media Fandom.* Edited by Melissa Click and Suzanne Scott. Routledge Press. (Editor reviewed)

Stanfill, M. (2016). "Straighten up and Fly White: Whiteness, Heteronormativity, and the Representation of Happy Endings for Fans." In *Seeing Fans: Representations of Fandom in Media and Popular Culture.* Edited by Lucy Bennett and Paul Booth. Bloomsbury Academic. (Editor reviewed)

Conference Proceedings

Stanfill, M. (2015). "The Internet Intellectual Property Imaginary: The Case of Fandom." In *Selected Papers of Internet Research 5.* Association of Internet Research. Phoenix, Arizona. (Peer reviewed)

Stanfill, M. (2013). "Fandom, Transmedia, and Consumption 2.0." In *Selected Papers of Internet Research 3.* Association of Internet Research. Denver, Colorado. (Peer reviewed)

Reviews

Stanfill, M. (2018). "'The Culture Industry and Participatory Audiences,' by Emma Keltie." *Transformative Works and Cultures* 26. <https://doi.org/10.3983/twc.2018.1447>. (Editor reviewed)

Other Publications

Stanfill, M. (2019) "Fans of Color in Femslash." In "Fans of Color, Fandoms of Color," edited by Abigail De Kosnik and andré carrington, special issue, Transformative Works and Cultures, no. 30. http://dx.doi.org/10.3983/twc.2019.1528.

Proctor, W., Kies, B., Chin, B., Larsen, K., McCulloch, R., Pande, R., and **Stanfill, M.** (2018) "On Toxic Fan Practices: A Round-Table" Participations 15(1). <http://www.participations.org/Volume%2015/Issue%201/21.pdf>

Stanfill, M. and Jamison, A. (2018) The State of Fandom Studies 2018. HenryJenkins.org. Invited blog post. < http://henryjenkins.org/blog/2018/4/18/the-state-of-fandom-studies-2018-mel-stanfill-anne-jamison-pt-1>

Stanfill, M. (2016) "Who is an "artist" being "copied" and who's just raw material." Illuminations 4 (2), Article 7. <http://stars.library.ucf.edu/illuminations/vol4/iss2/7>

Stanfill, M. (2015) "Spinning Yarn with Borrowed Cotton." In Media Res <http://mediacommons.futureofthebook.org/imr/2015/05/05/spinning-yarn-borrowed-cotton>

Stanfill, M.; Fouché, R. (2012) "(How) Have Technological Shifts Changed Being a Sports Fan?" Culture Digitally. <http://culturedigitally.org/2012/04/how-have-technological-shifts-changed-being-a-sports-fan/>

CONFERENCES AND TALKS

Invited Talks

Stanfill, M. (2018). Closing Plenary. Fan Studies Network North America, Chicago, IL, October.

Stanfill, M. (2018). "Everything is Made up and the Law Doesn't Matter: The Strange Life of Intellectual Property." Washington College, April.

Stanfill, M. (2018). "Fandom and Civic Engagement." Scholar Fan Salon: The Transformative Civics of Fandom, University of Southern California, February.

Stanfill, M. (2017). "Free Fan Labor! The Work of Fandom in the Internet Era," Pennsylvania State University, York, February.

Stanfill, M. (2016). "Belief is 9/10 of the Law: Media Industry Ideologies of Intellectual Property and their Effects," Invited presentation to the Legal History Group at the American Bar Foundation, May.

Stanfill, M. (2015). "New Media Encounters Sports Fans," Panelist, University of Illinois, April.

Stanfill, M. (2013). Presentation to Civic Paths Graduate Research Group, Media Activism and Participatory Politics Project, University of Southern California, April.

Peer Reviewed Conference Presentations – International

Stanfill, M. (2019). "Sounds About White: Differential Racialization and Differential Legality in Sampling and Mashup." Race + IP Conference, New York, NY, April 5-6.

Stanfill, M. (2019). "Open to whom? A Feminist Production Studies Approach to Open Source." Society for Cinema and Media Studies Conference, Seattle, WA, March 13-17.

Stanfill, M. (2018). "Roundtable: Race in Fandom and Fan Studies." Fan Studies Network North America, Chicago, IL, October 25-27.

Stanfill, M. (2018). "On Dressing Homonormativity up as Transgression, or Your Fandom is Basic." Fan Studies Network North America, Chicago, IL, October 25-27.

Stanfill, M. (2018). "Sample, Remix, and Mashup for Me, but not for Thee: Digital Music Production at the Intersection of Race and the Law." Association of Internet Researchers, Montreal, QC, October 10-13.

Stanfill, M. (2018). "Branding and Corralling: Media Industry Approaches to Audiences." Society for Cinema and Media Studies Conference, Toronto, ON, March 14-18.

Stanfill, M. (2017). "Pedagogies of Audiencing, Pedagogies of Assent: Emerging Norms of Popular Culture Engagement in the Digital Era." American Studies Association, Chicago, IL, November 9-12.

Lowe, JSA; **Stanfill, M.** (2017). "Bill Shatner Trolling Alone: Consolidating Toxic Masculine Identity through Networked Harassment." HASTAC (Humanities, Arts, Science, and Technology Alliance) Conference, Orlando FL, November 2-4.

Stanfill, M. (2017). "Big Reading as Digital Humanities Method." HASTAC (Humanities, Arts, Science, and Technology Alliance) Conference, Orlando FL, November 2-4.

Stanfill, M. (2017). "From #LGBTFansDeserveBetter to the Clexa Youth: The 100 and Youth Audiences." Children's Literature Association Annual Conference, Tampa, Florida, June 22-24.

Stanfill, M. (2017). "The Long Arm of (Beliefs about) the Law." International Communication Association Conference, San Diego, CA, May 25-29.

Stanfill, M. (presiding), Gurrie, C.; Korn, J.; Martin, J.; White, K.. (2017). "Climate on Campus: Intersectional Interventions in Contemporary Struggles." Roundtable session at International Communication Association Conference, San Diego, CA, May 25-29.

Stanfill, M. (2017). "(Stealing) Up is (Borrowing) Down: Race and the Uneven Application of IP Rights." Race + IP Conference, Boston, MA, April 20-22.

Wisniewski, P.; Badillo-Urquiola, K.A.; **Stanfill, M.;** Salter, A. (2017) "Using Participatory Design to Give Foster Teens a Voice in Designs for Their Own Online Safety," Extended Abstract presented at the Workshop on Design Methods for Underserved Communities at the 2017 ACM Conference on Computer Supported Cooperative Work (CSCW 2017), Portland, OR, February 25-March 1.

Salter, A.; **Stanfill, M.;** Johnson, E.; Wisniewski, P. (2017) "Participatory Design for Research on Technologically-Mediated Youth Sexuality: Ethical and Privacy Implications," Extended Abstract presented at the Workshop on Privacy Ethics at the 2017 ACM Conference on Computer Supported Cooperative Work (CSCW 2017), Portland, OR, February 25-March 1.

Stanfill, M. (2016). "Teaching the Ethics of Digital Research." Extended Abstract presented at the Workshop on Ethics and Obligations for Studying Digital Communities at the 2017 ACM Conference on Supporting Group Work (GROUP 2016), Sanibel Island, FL, November 13-16.

Stanfill, M. (2016). "Legalese, Legalish, Loophole-free: Terms of Service as a Limit on Education." Console-ing Passions Conference, South Bend, IN, June 16-18.

Stanfill, M. (2016). "Six Provocations on Safe Space." Console-ing Passions Conference, South Bend, IN, June 16-18.

Stanfill, M. (2016). "From Surplus Desire to Profit: Audiences, Consumption, and the Management of Desire." Society for Cinema and Media Studies Conference, Atlanta, GA, March 30-April 3.

Stanfill, M. (2015). "The Internet Intellectual Property Imaginary: The Case of Fandom." Association of Internet Research. Phoenix, Arizona, October 21-24

Stanfill, M. (2014). "'The Fan' as/in Industry Discourse." Society for Cinema and Media Studies Conference, Seattle, WA, March 19-23.

Stanfill, M. (2014). "Queer Approaches to Classroom Identity Politics." Society for Cinema and Media Studies Conference, Seattle, WA, March 19-23.

Stanfill, M. (2013). "The Internet Intellectual Property Imaginary: The Case of Fandom." Association of Internet Research. Denver, Colorado, October 23-26.

Stanfill, M. (2013). "Between Commodity and Consent: Implications of the Vanishing Distinction between Play and Work." Society for Cinema and Media Studies Conference, Chicago, IL, March 6-10.

Stanfill, M. (2012). "Old fashioned Economics for New Media Fanlabor? Theorizing Fan Work between Gift Economy and the Labor Theory of Value." Console-ing Passions Conference, Boston, MA, July 19-21.

Stanfill, M. (2012). "The Interface as Discourse: Producing Norms of Sports Fandom through Web Design." International Communication Association Conference, Phoenix, AZ, May 24-28.

Stanfill, M. (2011). "Domesticating Fandom: The Production Norms of Fandom by Web Design." Association of Internet Research. Seattle WA, October 10-13.

Peer Reviewed Conference Presentations – National

Stanfill, M. (2014). "Feminist Pedagogy in the Communication Classroom: Examining the Past for Future Directions." National Communication Association Conference, Chicago, IL, November 19-23.

Stanfill, M. (2012). "Fannormalization: The Production of Fandom as Consumption in Film Representation." National Communication Association Conference, Orlando, FL, November 14-18.

Stanfill, M. (2012). "Finding the Labor in Fandom: To Make Sense of Fan Productivity between the Gift Economy and the Labor Theory of Value." National Communication Association Conference, Orlando, FL, November 14-18.

Stanfill, M. (2010). "The Fandom Menace: Social Consequences of the Metaphorical Treatment of 'Fan' as 'Monster." National Communication Association Conference, San Francisco, CA, November 14-17.

Stanfill, M. (2009). "'Guys who've never slept with a woman and women who have': Xena: Warrior Princess Fans and Cultural Anxieties of Sexuality." National Communication Association Conference, Chicago, IL, November 12-15.

Stanfill, M. (2008). "From Crazy Fans to Fan Comrades and back Again: Variable Attitudes of TV Producers toward Fans and Their Consequences." National Communication Association Conference, San Diego, CA, November 21-24.

Stanfill, M. (2008). "From Structuralism to Agency: Fan Deployment of Negative Fan Stereotypes." Semiotic Society of America Conference, Houston, TX, October.

Peer Reviewed Conference Presentations – Regional

Stanfill, M. (2008). "At least we're not as weird as the Trekkies: Fan Deployment of Negative Fan Stereotypes." Central States Communication Association Conference, Madison, WI, April 9-12.

GRANTS

Internal

2018. **Co-Principal Investigator** (with Kim Anderson)

"Using digital storytelling to understand and improve the experiences of LGBTQ+ emerging adults." Office of Research and Commercialization Research Mentorship program, $3,000.

2017. **Co-Principal Investigator** (PI Connie Lester)

"It's All in the Bag: Implementing New Features for RICHES MI BookBag Tool for Analysis, Collaboration, and Teaching." College of Arts & Humanities Research Initiative Seed Funding, $30,000.

TEACHING

Undergraduate

University of Central Florida

Creative Industries

Digital Cultures and Narrative

Media Business Practices

Purdue University

Fans, Users, and Gamers

University of Illinois, Urbana-Champaign

Sex and Gender in Popular Media

Illinois State University

Introduction to Women's and Gender Studies

Graduate

University of Central Florida

Introduction to Texts & Technology

Theories of Texts & Technology

Professionalization in Texts & Technology

Gender in Texts & Technology

Topics in Texts & Technology: Fandom

Topics in Texts & Technology: Social Media Research

Purdue University

Queer/ing Popular Culture

CONSULTING

2016. Consultant, NBCUniversal/Syfy.

Informed SyFy staff about the history and research on strong women in science fiction and queer women's fandom (October 2016).

2016. Consultant, ReD Associates.

Informed ReD staff about the history and research about sports fans and media engagement (April 2016).

STUDENT ADVISING

University of Central Florida

Dissertation Committees

2018-present. Linda Garrison, Texts & Technology PhD. Chair.

2017-present. Rachel Winter, Texts & Technology PhD. Co-Chair.

2018-present. Mark Kretzschmar, Texts & Technology PhD. Co-Chair.

2018-present. Kenton Taylor Howard, Texts & Technology PhD. Member.

2017-present. Karla Badillo-Urquiola, Modeling and Simulation PhD. Member.

2016-present. Ruth Currey, Texts & Technology PhD. Member.

PhD Examination Committees

2018-present. Rachel Braaten, Texts & Technology PhD. Chair.

2018-present. Ream Al-Ghamdi, Texts & Technology PhD. Chair.

2018-present. Erika Heredia, Texts & Technology PhD. Chair.

2018-present. Jacob Boccio, Texts & Technology PhD. Co-Chair.

2018-present. Sahar Eissa, Texts & Technology PhD. Co-Chair.

2018-present. Emily Tarvin, Texts & Technology PhD. Member.

2017-present. Christopher Foley, Texts & Technology PhD. Member.

2017-2018. Linda Garrison, Texts & Technology PhD. Member.

2016-2017. Ruth Currey, Texts & Technology PhD. Member.

Master's Thesis Committees

2018-present. Isabelle Lanthier, Writing and Rhetoric MA. Member.

2018-present. Rachel Marks, Writing and Rhetoric MA. Member.

2017-2018. Sienna Malik, Creative Writing MFA student. Member.

Research and Internship Advising

2019. Isaiah Morales, Games and Interactive Media BA student. Independent Research.

2018. Ream Al-Ghamdi, Texts & Technology PhD student. Internship.

2018. Brooke Witherow, Digital Media BA student. Internship.

2018. Alex Rister, Christine McClure, and Ha'ani Hogan, Texts & Technology PhD students. Graduate Research Forum Submission.

2018. Erika Heredia, Texts & Technology PhD student. Graduate Research Forum Submission.

2018. Ream Al-Ghamdi, Texts & Technology PhD student. Graduate Research Forum Submission.

First- and Second-Year Advising

2018-2019. Javier Molinares, Texts & Technology PhD.

2017-present. Joseph Valancy, Visual Language and Interactive Media MA.

2017-2018. Ream Al-Ghamdi, Texts & Technology PhD.

2016-2017. Kathryn Girvan, Texts & Technology PhD.

SERVICE

Leadership

2018-present. Steering Committee member. Fan and Audience Studies Scholarly Interest Group. Society for Cinema and Media Studies.

2018-present. Coordinator. Games and Interactive Media Research Group. University of Central Florida.

Editorial Boards

2015 to present. **Editorial Board,** Journal of Sport and Social Issues.

2015 to present. **Editorial Board**, Transformative Works and Cultures.

Profession

2018-2019. Faculty Mentor, Fan Studies Network-North America.

Book Manuscript Reviewing

2018. Book Proposal Reviewer, Oxford University Press, October.

2018. Manuscript Reviewer, University of Iowa Press, September.

Journal Reviewing

2018. Peer Reviewer, Journal of Sport and Social Issues, December.

2018. Peer Reviewer, Feminist Studies, November.

2018. Peer Reviewer, Girlhood Studies, July.

2018. Peer Reviewer, Critical Studies in Media Communication, January.

2017. Peer Reviewer, Participations, December.

2017. Peer Reviewer, Journal of Communication, November.

2017. Peer Reviewer, Journal of Sport and Social Issues, November.

2017. Peer Reviewer, New Media & Society, October.

2017. Peer Reviewer, Social Media & Society, September.

2017. Peer Reviewer, Journal of Sport and Social Issues, September.

2017. Peer Reviewer, New Media & Society, September.

2017. Peer Reviewer, Journal of Information Science.

2017. Peer Reviewer, New Media & Society, July.

2016. Peer Reviewer, Communication Theory, August.

2016. Peer Reviewer, Journal of Sport and Social Issues, August.

2016. Peer Reviewer, Transformative Works and Cultures, May.

2016. Peer Reviewer, Women's Studies in Communication, May.

2016. Peer Reviewer, Women's Studies in Communication, February.

2015. Peer Reviewer, Journal of Communication.

2015. Peer Reviewer, Women's Studies in Communication.

2015. Peer Reviewer, Social Media & Society, December.

2015. Peer Reviewer, New Media & Society, November.

2015. Peer Reviewer, New Media & Society, October.

2015. Peer Reviewer, New Media & Society, September.

2015. Peer Reviewer, Journal of Sport and Social Issues, May.

2015. Peer Reviewer, Transformative Works and Cultures, May.

2015. Peer Reviewer, New Media & Society, May.

2015. Peer Reviewer, Participations.

2015. Peer Reviewer, Transformative Works and Cultures, April.

2015. Peer Reviewer, Social Media & Society, March.

2015. Peer Reviewer, Transformative Works and Cultures, February.

2015. Proposal Reviewer, Association of Internet Researchers Conference.

2014. Peer Reviewer, Journal of Sport and Social Issues, November.

2014. Peer Reviewer, New Media & Society, August.

2014. Peer Reviewer, New Media & Society, May.

2014. Peer Reviewer, Journal of Sport and Social Issues, March.

2014. Peer Reviewer, Journal of Sport and Social Issues, February.

2013. Peer Reviewer, New Media & Society, December.

2013. Peer Reviewer, Critical Studies in Media Communication.

2013. Peer Reviewer, New Media & Society, September.

2013. Peer Reviewer, Journal of Sport and Social Issues, September.

2013. Peer Reviewer, Journal of Sport and Social Issues, May.

2012. Peer Reviewer, Journal of Sport and Social Issues, November.

2012. Peer Reviewer, Journal of Sport and Social Issues, July.

Conference Reviewing

2018. Conference Program Committee member. Society for Cinema and Media Studies, September.

2018. Proposal Reviewer, Association of Internet Researchers conference, March.

2016. Proposal Reviewer, International Communication Association Conference, December.

2014. Proposal Reviewer, National Communication Association Conference.

2013. Proposal Reviewer, Association of Internet Researchers Conference.

2012. Proposal Reviewer, International Communication Association Conference.

2012. Proposal Reviewer, National Communication Association Conference.

2011. Proposal Reviewer, Association of Internet Researchers Conference.

2011. Proposal Reviewer, National Communication Association Conference.

University

University of Central Florida

2018-present. Big Data Blue Ribbon Panel.

2018-present. Chair. Games and Interactive Media Policy and Planning Committee.

2018-present. Nicholson School of Communication and Media Policy and Planning Committee.

2018-present. Texts and Technology Curriculum Committee.

2017-present. Digital Media MA Admissions subcommittee.

2018-2019. Games and Interactive Media Tenure-Track Assistant Professor Search Committee.

2018-2019. New Faculty Mentor, Visiting Assistant Professor Emily Johnson.

2017-2018. Digital Media MA Curriculum working group.

2017-2018. Digital Media MA Examinations subcommittee.

2018. History Department Metadata Editor Search Committee.

2016-2018. SVAD Scholarship Committee.

2016-2018. Texts and Technology Research and Awards Committee.

2016-2017. HASTAC 2017 Marketing committee, co-chair.

2017. ORC Grant Proposal Reviewer.

2016-2017. Title IX Data Analysis Team.

2016-2017. SVAD Facilities & Technology Committee.

Abbreviated Curriculum Vitae
January, 2020

University of Central Florida
College of Arts & Humanities
Department of English
P.O. Box 161346
Orlando, FL 32816-1346

Office: 252E Trevor Colbourn Hall
Cell: 407-267-4884
peter.telep@ucf.edu

Peter Telep

HIGHLIGHTS

- University writing instructor with over twenty years of service
- Successfully completed multiple instructor leadership programs
- Able to teach in all modes: face to face, mixed mode, fully online
- Winner of nearly all teaching awards granted at current institution
- Student evaluations well above university, college, and department means
- *NY Times* #1 Bestselling author of over forty novels
- Produced film and television writer with industry experience
- Creator of innovative courses such as CRW3713 Writing for Video Games
- Creator and Instructor of first ever Star Wars themed course at UCF

EDUCATION

M.A. English, 1998: University of Central Florida
             Major Professor: Mr. Patrick Rushin
             Thesis: *Billy Buonaparte* (novella)

B.A. English, 1995: University of Central Florida
Awarded outstanding scholar for English department (4.0 GPA)

PROFESSIONAL INTERESTS

- Themed storytelling across multiple platforms (transmedia)
- Scriptwriting: episodic television drama and feature
- Technology-enhanced collaborative learning
- Writing for Video Games
- Fiction Writing: literary/genre

WORK EXPERIENCE

University of Central Florida	*Senior Instructor*	Aug 2019 – Present
University of Central Florida	*Associate Instructor*	Aug 2013 – 2019
University of Central Florida	*Instructor*	Aug 2000 – 2013

PUBLICATIONS (selected from over 40 published novels) and Television

Telep, Peter. *The Secret Corps*. Berkeley, CA: Ulysses Press, 2016.
Telep, Peter. *Tom Clancy's Splinter Cell: Blacklist Aftermath*. New York: Berkley Books, 2013.
Telep, Peter. *Tom Clancy's Endwar: The Missing*. New York: Berkley Books, 2013.
Telep, Peter. *Tom Clancy's Ghost Recon: Choke Point*. New York: Berkley Books, 2012.

Telep, Peter and Tom Clancy. *Against All Enemies*. New York: Putnam, 2011.

(book debuted at #1 on the NYT bestseller list)

 "A Final Arrangement" *In The Heat of the Night*. NBC: (1992). (60min.)

"The Crossbow" *The Legend of Prince Valiant*. Family Channel: (1993). (30min.)

HONORS AND AWARDS

- Teaching Incentive Program Award (2018) ($5,000.00 added to base pay for teaching excellence at current institution).

- Excellence in Undergraduate Teaching Award (2018) ($2,000.00 one time award for teaching excellence).

- Twenty Year Service Award (2018).

- Faculty Authors Celebration Award (recognized as a UCF faculty author) 2018.

2016 Inducted into the Scroll and Quill Society at UCF

- Award for bringing national and international recognition to the university via my many international publications. I am a #1 NYT Bestselling author whose publications are available worldwide.

2008 and 2015 Professional Development Awards

- Highly competitive, tenure-track-like sabbatical program for non-tenure earning faculty.

2005 Excellence in Undergraduate Teaching Award, University of Central Florida

- Award chosen by peers for excellence in teaching and accompanied by a $2,000.00 check.

2004 Teaching Incentive Program (TIP) Award, University of Central Florida

- Award chosen by peers for excellence in teaching and accompanied by a $5,000.00 base salary increase.

Keri Watson

University of Central Florida
12400 Aquarius Agora Drive, Orlando, FL 32816
Keri.watson@ucf.edu

Educational Background

2010	Ph.D. Art History, Florida State University (Tallahassee, FL)
2006	MA Art History, Florida State University (Tallahassee, FL)
2004	BA Interdisciplinary Humanities, University of West Florida (Pensacola, FL)

Employment History

2014-present   Assistant Professor of Art History
University of Central Florida, Orlando, Florida

2013-14   Assistant Professor of Art History and Director of Museum Studies
Ithaca College, Ithaca, New York

2012-13   Instructor, Drawing and Art History
Alabama Prison Arts + Education Project (Auburn University)

2011-13   Assistant Professor of Art History
Auburn University at Montgomery, Montgomery, Alabama

2010-11   Assistant Professor of Art History
Savannah College of Art and Design-Atlanta, Atlanta, Georgia

2006-08   Patricia Rose Teaching Fellow
Florida State University, Tallahassee, Florida

2006-07   Curatorial Assistant
Museum of Fine Arts, Florida State University, Tallahassee, Florida

2003-04   Curatorial Assistant
Mattie Kelly Arts Center, Northwest Florida State College, Niceville, Florida

2000-01   Research Assistant
Diego Rivera Mural Archives, City College of San Francisco, San Francisco, California

Honors and Awards

Internal

2019	UCF Office of Faculty Excellence Scholarship of Teaching and Learning Award
2019	UCF Office of Faculty Excellence Teaching Incentive Program Award
2019	UCF Office of Faculty Excellence Research Incentive Award
2018	Pabst-Steinmetz Foundation Arts & Wellness Innovation Award
	The Arts and Aging: An Interdisciplinary and Intergenerational Initiative
2018	UCF Collective Strategic Plan Community Challenge Initiative
	Florida Prison Education Project
2017	College of Arts and Humanities Excellence in Undergraduate Teaching Award
2016-17	UCF Karen L. Smith Faculty Center for Teaching and Learning Faculty Fellow

2018	Southeastern College Art Conference Award for Outstanding Exhibition and Catalogue of Historical Materials *In the Eyes of the Hungry: Florida's Changing Landscape*
2015	Society for the Preservation of American Modernists Publication Award "Difference and Disability: The Photography of Margaret Bourke-White"
2013	Southeastern College Art Conference Award for Outstanding Exhibition and Catalogue of Historical Materials "Silhouettes of Courage: Marching to Equality"
2009	Eudora Welty Society Graduate Student Award
2005	I.N. Winbury Award, FSU Department of Art History
2004	Outstanding Student of the Year, University of West Florida

Research and Creative Activity

Publications

- **Books**

2023	Watson, Keri and Julia Listengarten. *Aesthetic Precarities: The Politics of Representation in Visual and Performing Arts Collaborations*. New York: Palgrave MacMillan, forthcoming 2023 (under contract).
2022	Watson, Keri and Timothy W. Hiles. *Routledge Companion to Art and Disability*. New York: Routledge, forthcoming 2022 (under contract).
2021	Watson, Keri. *American Art from the Colonial to the Contemporary*. New York: Oxford University Press, forthcoming 2021 (under contract).
2017	Watson, Keri. *Art of the Non-Western World*. Dubuque: Great River Learning, 2017. E-textbook.

- **Peer-Reviewed Journal Articles and Conference Proceedings**

2020	Watson, Keri. "Precarious Memory: Eudora Welty and the Mississippi State Lunatic Asylum." *Eudora Welty Review* 12:1 (in press). Print.
2020	Watson, Keri. "'With a Smile and a Song': Representations of People with Dwarfism in 1930s Cinema." *Journal of Literary & Cultural Disability Studies* 14:2 (in press). Print.
2019	Listengarten, Julia, Keri Watson, and Kate Kilpatrick. "Building Affective Solidarity and Creating Healthier Communities through the Arts: Interactions, Elaborations, and Interventions in Multiple Contexts." *The International Journal of Arts Education* 14:4 (2019):1-14. Print.
2019	Listengarten, Julia and Keri Watson. "Staging Representations: Reflections on Performing Activism in a Visual Art and Theatre Collaboration." *Scene* 6:1 (2019): 29-50. Print.
2017	Watson, Keri. "Curating Controversy in the Trump Era." *Museums and Social Issues: A Journal of Reflective Discourse* 12:2 (2017): 75-82. Print.

2016   Watson, Keri and Anastasia Salter. "Playing Art Historian: Teaching 20th Century Art through Alternate Reality Gaming," *International Journal for Scholarship of Technology Enhanced Learning* 1:1 (2016): 100-111. Web.

2016   Watson, Keri, and Anastasia Salter. "Secret Societies of the Avant-garde." In *GLS 11 Conference Proceedings*, eds. Kyrie H. Caldwell, Sean Seyler, Amanda Ochsner, and Constance Steinkuehler (2016): 440-43. Print.

2014   Watson, Keri. "'Before We Were Us, We Were Them': Curating Controversy." *Journal of Museum Education* 39:1 (2014): 96-107. Print.

2010   Watson, Keri. "Parody as Political Tool in Patricia Cronin's *Memorial to a Marriage*." *Mosaic: A Journal for the Interdisciplinary Study of Literature* 43:2 (2010): 79-94. Print.

2008   Fredericks, Keri. "*The Country Cousin*: Advocating an Arcadian America." *Athanor* 26 (2008): 81-89. Print.

- ▪ **Peer-Reviewed Book Chapters**

2022   Watson, Keri. "Building the World of Tomorrow: Art, Eugenics, and the 1939 New York World's Fair." In *Disability and Art History Volume II*. Edited by Ann Millet-Gallant and Elizabeth Howie. London: Routledge, 2021 (in progress).

2021   Watson, Keri. "Dali's Dream of Venus, Ripley's Odditorium, and Able-bodied Heteronormativity at the 1939 New York World's Fair." In *The Body and Arousal*. Edited by Julia Listengarten and Yana Meerzon. London: Bloomsbury Press, 2021 (in progress). Print.

2020   Watson, Keri. "The Florida Prison Education Project." In *Academic's Handbook*. Edited by Lori Flores and Jocelyn Olcott, 335-338. Durham: Duke University Press, 2020 (in press). Print.

2020   Watson, Keri. "We're in this Together: Practicing Aesthetic Resilience through Collaboration." In *Art and Activism in the Age of Systemic Crisis: Aesthetic Resilience.* Edited by Bram Ieven, Eliza Steinbock and Marijke de Valck. New York: Routledge, 2020 (in press). Print.

2018   Watson, Keri. "Picturing Difference and Disability in the Classroom." In *Teaching the Works of Eudora Welty: Twenty-first Century Approaches*. Edited by Julia Eichelberger and Mae Miller Claxton, 101-108. Jackson: University Press of Mississippi, 2018. Print.

2018   Watson, Keri. "You've Got Art: Florida's Post Office Murals." In *Florida Studies Review*. Edited by Allyson D. Marino and Marcy L. Galbreath, 88-101. Newcastle: Cambridge Scholars Press, 2018. Print.

2017   Watson, Keri and Patsy Moskal. "Scaling an Art History Reacting to the Past Game for Use at a Large Public University." In *Playing to Learn with Reacting to the Past.* Edited by C. Edward Watson and Thomas Chase Hagood, 91-112. London: Palgrave MacMillan, 2017. Print.

2017   Watson, Keri. "Difference and Disability: The Photography of Margaret Bourke-White." In *Disability and Art History*. Edited by Ann Millet-Gallant and Elizabeth Howie, 82-98. London: Routledge, 2017. Print.

2013   Watson, Keri. "Eudora Welty's *Making a Date, Grenada, Mississippi*: One Photograph, Five Performances." In *Eudora Welty, Whiteness, and Race*. Edited by Harriet Pollack, 73-94. Athens: University of Georgia Press, 2013. Print.

Peter Weishar
Professor, Themed Experience
University of Central Florida

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Tallahassee, FL 32312
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Peter.Weishar@ucf.edu

Professional Experience

2018-Present   **Professor of Themed Experience,** School of Performing Arts,
College of Arts and Humanities, University of Central Florida
Created the MFA in Theatre Themed Experience Track within the School of
Performing Arts. Teach multiple graduate level classes as well as a required
undergraduate class. Serve as advisor for all graduate students in the program as
well as Program Coordinator.

2017-2018   **Professor, Jim Moran School of Entrepreneurship**, Florida State University
Director, of The Themed Experience Institute, Florida State University
Founded the Themed Experience Institute dedicated to research and
development of curricular and academic standards in the study of creating and
producing compelling themed experiences. Oversaw a speaker series, chaired the
TEI Advisory Board, developed extensive undergraduate and graduate
coursework, worked on development opportunities and corporate relationships.

2013–2017   **Dean, College of Fine Arts**, Florida State University.
Oversaw seven academic programs (Department of Art History, The School of
Dance, The School of Theatre, The FSU Asolo Conservatory for Actor Training,
Department of Interior Architecture and Design, Department of Art Therapy,
Department Art and Design) as well as world-renowned John and Mable Ringling
Museum of Art in Sarasota, The FSU Museum of Fine Art (in Tallahassee), The
Facility for Art Research (FAR), The Maggie Alessee National Center for
Choreography (MANCC) and the Master Craftsman Studio (MCS from 2013-2015).
The college offered eight bachelor level degrees, thirteen masters degrees and
three doctoral degrees.

2004–2013   **Dean, Film, Digital Media and Preforming Arts**, Savannah College of Art and
Design.
Approximately 100 reports and 3,800 students. The School of Film, Digital Media
and Preforming Arts has twelve academic departments: Film and Television,
Animation, Interactive and Game Design, Visual Effects, Motion Media, Sound
Design, Preforming Arts, Production Design, Equestrian Studies, Television
Producing, Themed Entertainment Design and Dramatic Writing. Each major has
SACS accredited BFA, MA, and MFA programs. The School also has a BA in
Television Producing and an MA in Cinema Studies, as well as minors in Technical
Direction and Equestrian Studies. Responsible for operational budgets well as

creative direction of the School of Film, Digital Media and Preforming Arts.

1998–2004   **Assistant Professor**, Computer Animation, New York University, Tisch School of the Arts.
Expanded the Computer Animation Program from two to eight courses. Personally taught IBM Digital Portfolio Lab, 2D Animation on the Mac, Computer Animation Workshop, Introduction to 3D Computer Animation, 3D Computer Animation, 3D Computer Character Animation, Advanced 3D Computer Animation, Maya Foundations, and Maya Basics. Specified, built and maintained two multi-platform computer animation labs, server and "renderfarm" (array of computers designed for distributed processing).

Chair of the NYU UGFTV Admissions Committee (1998),
Chair of the New Media Committee (1999-2000), and Faculty Advisor to The Skirball Center for Film and New Media.

2000–2004   **Director, New Media Program**, Maurice Kanbar Undergraduate School of Film and Television, New York University, Tisch School of the Arts.
Developed new curriculum for the New Media track at NYU UFTV. Specified hardware and software as well as the lab configurations for the program. Responsible for hiring and retraining all of the New Media instructors.

2001–2003   **Acting Director, Animation Program**, Maurice Kanbar Undergraduate School of Film and Television, New York University, Tisch School of the Arts.
Hired all full time and part time instructors and staff. Oversaw the development of the animation curriculum including fifteen separate courses as well as a summer program. Oversaw the budgets and purchasing for all computer and traditional animation courses including the purchase of hardware, software, and renovation needs of the facilities.

2002–2004   **President**/Owner, Advanced Video Technologies, Inc.
Advanced Video Technologies, Inc. was an authorized Nintendo Developer. The company successfully developed the first full screen video player for the Nintendo Game Boy Advance. The software was able to play full-length videos without the use of any add-on hardware.

1986–2004   Weishar New Media Freelance Design and Animation.
Partial Client list: Newsweek, Inc.- 3D Illustration for weekly magazine 1999-2001 Work included: DNA illustration for front-page feature article, full page illustration for Russian sub rescue effort, illustration for special 9/11 issue. U.S. New and World Report- Consultant 2001 MediaServ, Inc. Web Designer 2000 McGraw-Hill Publishing Illustrator, Book Designer 1998-2000 General Electric-Animator/Modeler/Art Director 1999 Art Director/Animator/Modeler for web version of GE Pavilion at Disney's EPCOT Innovation exhibit 1998 Lowe McAdams & Partners- Illustrator 1997-99 Audemars Piguet- Animator/Modeler 1997.

1997   **Lead Animator**, Tom Nicholson Associates.
Created a 3D recreation of the first Native American reservation in North America

for an interactive exhibit at The Mashantucket Pequot Museum and Research Center.

1995–1997	**Creative Director**, MediaServ, Inc.

Supervised the new media division of the computer consulting firm. Clients included NBC, Harper Collins Interactive and McGraw-Hill Interactive. Major Projects: Emily Post's Complete Guide to Weddings CD-ROM, The American Sign Language Dictionary on CDROM (updated version only), CHAOS CD-ROM (adventure game), NBC Decision '96 website (in conjunction with the design team at Microsoft).

1992–1995   **Art Director**, Catalano Advertising.
Oversaw all design and production for a full service ad agency. Accounts: Francesco Rinaldi, Alpine Lace, Inc., C&C Cola, Yoo-Hoo, Briar's.

1991–1992   **Computer Graphics Specialist** (Freelance), Mcaffrey and McCall Advertising.

1989–1991   **Assistant Art Director/Art Director**, Macmillan Publishing.

1995–1990   **Adjunct Professor**, Interactive Telecommunications Program, New York University, Tisch School of the Arts. Created and taught the course Visualizing Environments based upon my book Digital Space. Students created detailed interactive 3D spaces using desktop 3D software and coding in a programming language. This popular course was expanded so that sections were offered throughout the year including summer sessions. The Interactive Telecommunications Program, founded in 1979, is one of the first and most prestigious graduate new media programs.

1989   **Senior Designer** (Freelance), La Riviere Design.

1987–1989   **Graphic Designer/Senior Designer**, Manufacturers Hanover Trust Company.

1986   **Design Associate**, Polo/Ralph Lauren.

Current Membership in Professional Organizations

ACM SIGGRAPH
CG Society (Computer Graphics Society)
College Art Association (CAA)
Florida Association of Public Art Professionals
International Association of Amusement Parks and Attractions (IAAPA)
International Digital Media and Arts Association (iDMAa)
Themed Entertainment Association (TEA)

Research and Original Creative Work

3D Modeler and Artist *"ZED"* virtual reality game experience.

"ZED is the story of an aging artist, lost in regret, and the haze of dementia. Inside the dreamscape of this creative mind come undone, players reassemble the artist's fragmented memories into a final, lasting legacy: a loving final gift to his unborn granddaughter. Making its debut with VR support for Oculus Rift, HTC Vive, and non-VR support for PC, ZED is a surreal trip, with an unexpected narrative that unfolds across fanciful, fractured lands. Released in partnership with Cyan Ventures, the new publishing arm from the creators of the legendary games Myst and Riven, ZED is the vision of Chuck Carter, part of the team behind the original Myst"

Edited Books

Weishar, P. (Ed.). (2004). Exploring Maya 6. Thompson Publishing. Technical Editor.

Monograph Publications

Weishar, P. (2004). ***CGI: The Art of the 3D Computer Generated Image***. Harry N. Abrams, Inc.
CGI is a curated compilation of some of the most outstanding 3D computer generated images from feature film, gaming, broadcast, and print artists. Over 25 major studios including ILM, Pixar, PDI, Rhythm & Hues, Weta Digital and Blue Sky Studios along with over 30 of the most renowned digital fine artists contributed to this book.

Weishar, P. (2002). ***Blue Sky: The Art of Computer Animation***. Harry N. Abrams, Inc.
This is the first art book to fully explain the process of making a computer generated animated film. Blue Sky takes the reader from the moment the artwork is translated to the computer to the final rendering process. The book was released simultaneously with Blue Sky Studios' blockbuster Ice Age.

Weishar, P. (1998). ***Digital Space: Designing Virtual Environments***. McGraw-Hill.
Based on many of the concepts developed for graduate level coursework in interactive environment design, Digital Space is a non-software specific text that focuses on of 3D software, lighting, modeling, and 3D set design. Also created layout, over 200 illustrations and cover art for the book.

Articles

#Weishar, P (2019). *"Themed Experience Education Study Notes: The expansion of formal themed experience education will benefit the industry", **inPark Magazine***, October 2109

#Weishar, P (2019) *"How to create a win-win collaboration between academia and the themed entertainment industry"*, ***inPark Magazine***, December 2019

Encyclopedia Entries

Weishar,P., (2017) Digital Filmmaking.. In World Book Encyclopedia. World Book, Inc.

Weishar,P., (2014) Digital Filmmaking.. In World Book Encyclopedia. World Book, Inc.

Weishar, P., & Canemaker, J. (2011). Animation. In World Book Encyclopedia. World Book, Inc.

Weishar, P., & Canemaker, J. (2005). Animation. In World Book Encyclopedia. World Book, Inc.

Weishar, P., & Canemaker, J. (1998). Animation. In World Book Encyclopedia. World Book, Inc.

Presentations

Papers at Conferences

Weishar, P & Hochheiser, J (2019). Non-linear storytelling as a medium for expression of diminished cognition and memory, a case study of the "ZED" virtual reality experience. Themed Experience and Attractions Academic Symposium, Orlando FL

Weishar, P & Fiorito, S. & Haley, Mk (2018) Utilization of Themed Experience in Cultural and Creative Venues. Workshop, Entrepreneurship in the Cultural and Creative Industries, Université de Bourgogne, Dijon, France

Weishar, P. (presented 2008). Digital Art Curriculum Framework. Paper presented at the meeting of SIGGRAPH. (International)

Co-Authored.
Weishar, P. (presented 2007). Digital Art Curriculum Framework. Paper presented at the meeting of SIGGRAPH. (International)

Invited Keynote and Plenary Presentations at Conferences

Weishar, P. (presented 2013). Opening presentation and "State of the Ringling and FSU College of Fine Arts" Themed Entertainment Association Story + Architecture + Technology = Experience (SATE) Conference

Weishar, P. (presented 2013). Themed Entertainment Curriculum Development. Panel chair Themed Entertainment Association Story + Architecture + Technology = Experience (SATE) Conference

Weishar, P. (presented 2005). "CGI: A 21st Century Art Form". Plenary presentation at Game Developers eXchange (GDX) Conference, Savannah School of Art and Design.

Conference Presentations

Weishar, P & Feld Grossman J (2019). Transforming the Business of Live Entertainment, Themed Entertainment Association Annual Summit, Anaheim CA

Weishar, P. (presented 2005). CGI: A 21st Century Art Form. Presentation at the meeting of Landings Art Association (LAA).

Additional Research or Original Creative Work Not Reported Elsewhere

Weishar, P. (2005). Producing and Directing the Short Film and Video, 3rd Edition Focal Press.

Weishar, P. (1999). Kinematics and Character Rigging. Strata 3D Design Conference. St. George, Utah.

Contributor for animation and digital production sections.

Weishar, P. (2000). 3D Pro Video Series.
>Author, narrator, and on screen talent for a series of three training videos on basics, modeling and animation. Each video is approximately 45 minutes long. Created all of the examples and demonstrations.

Weishar, P. (1997). Strata User Magazine.
>Cover and feature article.

Screenings and Exhibitions

1999, SIGGRAPH Conference Electronic Theater. **"The Fort at Mashantucket".**
>Lead animator, Modeler and Technical Director for an accurate recreation of the first Native America reservation in North America. The piece was accepted to the Electronic Theater and is now on permanent exhibition at the Museum of Native American Culture.

1998, SIGGRAPH Conference Electronic Theater. "**Sid and the Penguins"**
>Animation Director. In class collaboration with Academy Award winning computer scientist, Kenneth Perlin to create a "live" animation.

Exhibition and Award Judging

Society of American Registered Architects, SARA National Design Awards (2018)
>One of four judges invited from an international field

Eurographics (2009–2010).
>Reviewer for Education Program.

Broadcast Design Association (2008–2009).
>Judge for Promax/BDA student competition.

Irish American Digital Art Awards (2008–2009).
>Judge for Interactive Environments.

First Run Festival (2002–2003).
>Judge for film festival sponsored by NYU.

Scholastic Art & Writing Awards (2002–2003).
> Finalist judge for the National Film, Television and Animation contest.

Next Wave Festival (2001–2002).

Judge for student animation (both computer and traditional).

International Digital Media Arts Association Student Art Competition (2013)
> Judge for higher education interactive art and design competition

New Age Awards (2000–2001).
> Judge for professional computer animation and new media. The contest was sponsored by New Media Producer and Film & Video Magazines.

International Student Festival (1999–2000).
> Judge for the animation competition.

Post Production Awards (1999–2000).
> New York University, Tisch School of the Arts Undergraduate Film and Television awards for the completion of student films.

VIDI Modeler/Strata Studio Pro Contest (1998–1999).
> Judge for animation and design contest sponsored by Mac Addict and Strata User Magazine.

Service to Professional Associations

Editor-in -Chief, Journal of Themed Experience and Attractions Studies (2018-Present)
> Journal of Themed Experience and Attractions Studies (JTEAS) is the first scholarly journal dedicated to research, scholarship and pedagogy in the academic disciplines relevant to the planning, design, operation, and analysis of themed experience and attractions. The Journal is supported by an international editorial board comprised of leading themed experience and attractions scholars. It is produced as a result of a collaboration between the Themed Experience and Attractions Academic Society (TEAAS), Ryerson University and the University of Central Florida. JTEAS is a peer-reviewed, open access publication. All content is freely available without charge to the user or institution.

Co-Founder and Co-Chair, Themed Experience and Attractions Academic Society 2018-Present
> The TEAAS exists to enhance communication between themed experience and attractions researchers and educators in order to create new knowledge, add to the body of work in the field and facilitate teaching and learning.

Co-Chair, Themed Experience and Attractions Academic Symposium (November 2018)
> The inaugural scholarly conference focused on themed experiences and attractions. The symposium program will include oral research presentation sessions, research poster exhibitions, and panel discussion of curriculum relevant to themed experience and attractions.

Chair, Themed Entertainment Association Academic Network (2018-present)
> The TEAAN is dedicated to supporting and promoting research and the creation of new knowledge in the field of themed experience and attractions. Conceived of the organization and serve as the founding chair.

Member (non-profit) of Themed Entertainment Association (TEA) Eastern Division Board of Directors (2017-20)
> The Themed Entertainment Association (TEA) is the international non-profit association representing the world's leading creators, developers, designers and producers of compelling places and experiences – worldwide.

Host and Speaker 2014 Themed Entertainment Association SATE (Storytelling, Architecture, Technology, & Entertainment) Conference at SCAD Savannah, Georgia

Host and Speaker 2015 Themed Entertainment Association SATE (Storytelling, Architecture, Technology, & Entertainment) Conference in the FSU Ringling Center for the Arts Campus in Sarasota, Florida

President, International Digital Media Art Association (iDMAa). (2011-2013)
> The International Digital Media and Arts Association is a non-profit association formed to promote the development, application, and understanding of digital media and arts.

Board of Directors, International Digital Media Art Association (iDMAa). (2007-present)
> The International Digital Media and Arts Association is a non-profit association formed to promote the development, application, and understanding of digital media and arts.
>
> IDMAA conference host 2008 and 2011
>
> Recipient of the iDMAa Innovative Program Award 2009 for Savannah College of Art and Design Digital Media Programs

Executive Director, INSPIRE Symposium (2007–2009).
> Founded and directed this broadcast design and motion graphics symposium in 2007. The annual event is held in Savannah, Georgia, with approximately 600 attendees. INSPIRE has become one of the premiere conferences of its kind. This two-day symposium has been fully supported by industry sponsorship.

Chair of Instructional Resource Committee, SIGGRAPH (2006–2009).
> Spearheaded the creation of the Digital Art Curriculum Framework, a working document that provides accreditation guidelines for skills and learning outcomes of higher education digital art programs. Oversaw creation of Instructional Resource database containing detailed listings and contacts for 670 international digital media programs. Oversee CGsource an, open journal dedicated to digital media teaching processes and techniques. Both projects are proposed

collaborative efforts with the international Game Developers

Executive Director, Game Developers Exchange (GDX) Conference (2004–2009).
Founded the GDX Conference in 2004. The first year the conference was cosponsored by Thompson Publishing and SCAD. Over 400 attendees (the capacity for the venue) took part in the one-day event held at the SCAD, Atlanta Campus. In 2006, GDX again filled to capacity and added Hewlett-Packard, Adobe Systems, and Garage Games as sponsors. GDX 2007 was a two-day event with 650 attendees that incorporated the East Coast Women in Games Conference.

Director of the Computer Animation Festival Animation Theater/Advisory Board Member, SIGGRAPH (2004).
Responsible for curating and determining the artistic direction of the SIGGRAPH Animation Festival. Transitioned from director to advisory board member in order to fulfill new responsibilities at the Savannah College of Art and Design.

Service

Faulty Senator, Alternate, Tisch School of the Arts (1999–2003).
The Faculty Senate works as an advisory body to the central administration on all academic matters.

Weishar, P. (2010). International Digital Media and Arts Association Conference.
Presentation on cross-disciplinary collaboration utilizing digital media.

Weishar, P. (2009). FutureMedia Conference.
Panel Discussion: The current nascent state of digital media.

Weishar, P. (2008). International Digital Media and Arts Association Conference.
Panel on the future of Digital Media Art Education.

Weishar, P. (2008). SIGGRAPH Conference.
Round Table on Educational Resources (moderator).

Weishar, P. (2007). SIGGRAPH Conference.
Digital Art Curriculum Round Table.

Weishar, P. (2006). SIGGRAPH Conference.
"Trade School or Art School" Panel on SIGGRAPH Educator's Conference.

Weishar, P. (2003). Museum of Comic and Cartoon Art.
"Cartoons in the Classroom" panel during annual convention.

Weishar, P. (1999). Pennsylvania State University.
Lecture and workshop.

Weishar, P. (1998). University of Minnesota Technology Summit.
"Pedagogy of Digital Film Making" Panel with Larry Lamb and Pete Doctor during

U of M Technology Summit.

Weishar, P. (1995–1996). New York City Mac Users Group.
"Innovations in 3D Design" Lecture.

Weishar, P. (1995). New York Desktop Publishing Conference.
Lecture for 2,500 attendees on innovations in computer generated art.

Professional Preparation

1983   Bachelor of Arts, Union College with Honors in Studio Art.

Education and Training

1984–1986   Graphic Design.
Rhode Island School of Design (Providence, Rhode Island).

1982   Typography and Graphic Design Production.
School of Visual Arts (New York, New York).

1981–1982   Middle East Politics and Archeology.
Tel Aviv University (Ramat Aviv, Israel)

M. VAN DUYN WOOD
(Vandy)

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vandy@ucf.edu

EDUCATION

Master of Fine Arts, Theatre, University of North Carolina at Greensboro, 2003
Bachelor of Fine Arts, Visual Arts, SUNY Purchase, 1984

ADDITIONAL TRAINING

UCF	Online Teaching Training	Orlando, FL, 2013
Lighting Design International	Projection Master Class	Orlando, FL, 2007
Yale Design Chair, Ming Cho Lee	Master Class	Greensboro, NC, 2003
Scenographer, Pamela Howard	Master Class	Greensboro, NC, 2003
O'Neill Playwright's Conference	Design Fellowship w/ W.G Mercier	
		New London, CT, 2001
Yale Design Chair, Ming Cho Lee	Kennedy Ctr. Master Class	Washington, DC, 2001
Adelphi Cable	Video Production Certificate	Syracuse, NY, 1995
McCahn and Burr	Fine Arts Restoration	St Louis, MO, 1988

THEATRE AWARDS AND HONORS

Kennedy Center
American College Theatre Festival
As Faculty Member at UCF:

Excellence in Design Award	2009
Excellence in Design Award	2008
Excellence in Teaching Award	2007
Regional Nominee for Faculty Scenic Design Fellowship	2007

Prior:

David Weiss Award, 1st Place Scene Design, *Hansel and Gretel*	2003
Regional Theatrical Design Excellence, 2nd Place Scene Design, *The Provoked Wife*	2002
Design Excellence Award, Costumes, *The Visit*	2002
Fellowship for Eugene O'Neill Playwrights Conference	2001
Barbizon Award, 1sr Place Winner for Theatrical Design Excellence, Scene Design, *TORBA*	2001

UNIVERSITY EMPLOYMENT AND TEACHING

University Positions

University of Central Florida, Orlando, FL
Associate Professor of Theatre, 2008-Present
Assistant Professor of Theatre, 2003-2008

- Design and TYA Area Graduate Coordinator
- Teach design classes to BA, BFA, and MFA students
- Design for department productions
- Mentor student designers on departmental productions
- Advise undergraduate and graduate students
- Chair recruitment committee

UNC-Greensboro, Greensboro, NC
Graduate Teaching Assistant, 2000-2003

- Trained and supervised students in all areas of theatre production.
- Taught Design class, BFA Design Students
- Trained and supervised students in costume shop
- Trained and supervised students in electrics shop
- Trained and supervised students in scene shop
- Co-Taught Mask Class with Professor Marsha Paludan

Clemson University, Clemson, SC
Technical Director, 1997-2000

- Managed technical areas for six Clemson Player productions per season
- Provided technical assistance for 80+ touring events per season
- Trained and supervised students in theatre production
- Served as Production Manager for Brooks Center Productions' Summer Season

Syracuse Stage and Syracuse University, Syracuse, NY
Facilities Coordinator and Company Manager, 1994-1995

- Supervised maintenance, purchasing and scheduling of events for theatre
- Coordinated travel, contracts, and hospitality for artistic staff and cast
- Managed Coyne Art Gallery

Syracuse Stage and Syracuse University, Syracuse, NY
Properties Coordinator, 1989-1994

♦ Designed, sculpted, and built furniture for 14 Syracuse Stage shows per season
♦ Supervised and instructed student designers for 14 University shows per season
♦ Managed properties budgets and build schedules for all drama department shows

UNIVERSITY TEACHING

University of Central Florida, Orlando, FL
Graduate Courses Taught

TYA Tour
Advanced Design Seminar
Adv Modeling & Rendering II
Puppetry
Design Seminar
Design Practicum
Scene Studio
Advanced TYA Seminar
Advanced Modeling and Rendering I
Advanced Modeling and Rendering II
Advanced Problems in Design
Advanced Rendering I
Design for Theatre for Young Audiences
Lighting Design Studio
Scene Design Studio
Scenography
Design Seminar
Storytelling
Cultural Diversity in Theatre

Undergraduate Courses Taught

Theatre History & Dramatic Literature I
Summer Theatre DTII
Advanced Scenography
Design Basics
Lighting Design I
Period Costumes, Architecture and Décor I

Period Costumes, Architecture and Décor II
Period Props
Rendering for Theatre
Scene Design I
Scene Design II
Scenic Painting
Theatre Survey
Technical Theatre Production
Cultural Diversity in Theatre

Online Teaching

Cultural Diversity in Theatre

Independent Study and Directed Research Topics

Advanced Rendering
Gorey Project – Masks and Puppets
Theatrical Projections
Digital Rendering and Modeling
History of Art and Architecture for Theatre
Scenic and Lighting Design
Scenography
Puppetry
Advanced Rendering
Theatrical Airbrush Techniques
Mask Making

Student Design Advising

2014-2015

Baltimore Waltz	Projections
Trevor	Lighting
A Love Story	Scenery/Lighting

2013-1014

And Then Came Tango	All Areas
Leveling Up	Lighting Design

2012-2013

Summer and Smoke	Scenic Design
Spring Awakening	Scenic Design

2010-2011

Gem of the Ocean	Lighting Design
Locomotion	Costume Design
	Sound Design
Pajama Game	Scenic Design
	Lighting Design
	Costume Design

2009-2010

Vinegar Tom	Scenic Design

2008-2009

Marisol	Scenic Design

2007-2008

Machinal	Scenic Design
Most Happy Fellow	Scenic Design
Dance Concert	Lighting Design

2006-2007

Dance Concert	Lighting Design
Fish Eyes	Scenic Design
Life and Death	Lighting Design
The Rocky Horror Show	Scenic Design
The Rocky Horror Show	Lighting Design
Shapeshifer	Scenic Design
Shapeshifter	Lighting Design
Don Juan	Scenic Design

2005-2006

Falsettos	Lighting Design
Good Woman of Setzuan	Lighting Design
Margo Veil	Scenic Design

2004-2005

Woman Who Fell From Sky	Lighting Design
Dancing at Lughnasa	Lighting Design
Scapin	Lighting Design

MFA Thesis Chair

To Better Understand the Theater of the Middle Ages by an In Depth Study Of the Old Testament Plays of the York Cycle of Corpus Christi Plays	2014
The Art of The Technical Director	2014
Digesting Modern Acting Theory for Young Performers	2014
Who do I Play: Appraising the impact of Teacher-in-Role with Kindergartners in an ESOL Classroom	2013
Theatre in Maori Culture	2011
Burial at Thebes	2011
What Characteristics Make a Successful Commission of a New Play for Young Audiences	2009
Rocky Horror Scenic Design	2008
Lighting Design for Tales of a Fourth Grade Nothing	2007

MFA Thesis Committee Member

Boy Meets Boy: Envisioning Queer Youth Novels for Translation to The Stage	2013
Recipe for Digital Storytelling	2013
Belief and Christmas: Performing belief and the theory and practice of Christmas performance	2013
An Actor's Approach: Stepping into a role and a world of the past	2012

Developing the Individual to Strengthen the Whole	2010
The Application of Theatrical Design Techniques	
as a Pedagogical Tool	2010
The Business of TYA	2009
Dance Concert Lighting Design	2009
Between Two Worlds: Representing duality in the costumes	
Of UCF Theatre's Production of Seamus Heanley's The	
Burial at Thebes: A Version of Sophocles' Antigone	2008
As You Like It Role	2008
The Art of Composing Sound in Theatre	2009
Theorizing Avante Guard in Theatre for Youth	2009
Design Across the Curriculum	2008
Performing in As You Like It	2008
Rocky Horror Costume Design	2009
Emulating the Swedes: An Exploration of the Developing	
Trends in Swedish Theatre for Young Audiences	2008
Investigating the Audience in Theatre for Young Audiences:	
The Call For Artistic Educators	2008
What is the Role of Theatre as a Worship Tool in a	
Messianic Synagogue?	2008
An Exploration of a Facilitator's Role in Playbuilding with	
Economically Disadvantaged Adolescent Women	2008
The design process as assistant art director for the film National	
Lampoon's RoboDoc	2007
Writing Theatre for Social Change for Young Audiences	2007
The Mirrored Walls of Reality: A Journal of Shattered Reflection	2006

BFA Honors Thesis Chair:

William Boles, *August Wilson's The Piano Lesson*	2008

ADDITIONAL EMPLOYMENT

THEATRE
IBEX Puppetry
Executive Director, 2006-2010
- Manage budgets and scheduling for all company activities and events
- Negotiate contracts with venues for all events
- Coordinate personnel and manage facilities
- Coordinate commissioned film series for Handmade Puppet Dreams

Eugene O'Neill Theatre Center
Technical Coordinator and designer, summer conference series, summer 2004

- ♦ Coordinate all technical aspects for conference productions
- ♦ Render scenic environments for plays as needed

Brevard Music Center, Brevard, NC
Scenic Charge, summer 2003

- ♦ Supervise paint shop for summer operas and musicals

Professional National, Regional, and University Theatre
Freelance Designer/ Director /Technical Consultant, 1997-present

- ♦ Set Design, Jane Henson's Nativity,
- ♦ Director, *Jungle Book,* Daytona State College, 2013
- ♦ Co-Director/Designer, *Panther and Crane,* National Tours, 2005-2011
- ♦ Scenographer/Assistant Director, *A Body in Motion*, National Tour, 2002-pesent
- ♦ Technical Consultant for *Ted & Lee Comedy*, National Tour, 1997-present
- ♦ Lighting Designer, Mill Mountain New Plays Festival, 2002 and 2003
- ♦ Design/Script Consultant, *WhaChaGonnaDu?,* Restoring Hope Project, 2002
- ♦ Design Consultant for Students, Eastern Mennonite University, 1999-2000

VISUAL ARTS

Van Duyn Fine and Decorative Arts, Skaneateles, NY
Owner, 1986-1997

- ♦ Established a design and restoration company. Specialized in fine arts restoration, decorative painting (faux finishes, trompe l'oeil, murals) and interior renovation.
- ♦ Expanded to provide design, production and management services to theatres, cable TV stations, local musical groups, and large scale corporate events.

Davis Van Duyn (painting, renovating, decorative arts) Skaneateles, NY
Co-Owner, 1984-1986

- ♦ Negotiated contracts handled accounts and supervised all projects.
- ♦ Tripled business profits over a two-year period.

RESEARCH AND CREATIVE ACTIVITY

PUBLICATIONS

BOOK
Wood, Vandy, Megan Alrutz, Julia Listengarten. *Playing With Theory in Theatre Practice.* Palgrave MacMillan, 2012.

"In Search of a New Authenticity in Staging Brecht's <u>Good Woman of Setzuan</u>*."* (Co-authored with Julia Listengarten.) <u>Spaces of Authenticity</u>. Eds. David Vivan, Valerie Kaneko-Lucas, & Dominika Larionow. Arts and Theatre Institute Prague, in collaboration with The Scenography Working Group of the IFTR/FIRT (publication date 2014).

PRODUCTION DVD WITH DESIGN PACKAGE
Wood, Vandy , *Word on the Street,* Production DVD, South Barrington, IL: Willow Creek, 2003. International Distribution.

CONFERENCE PRESENTATIONS

JURIED INTERNATIONAL
Wood, Vandy "Performative Galleries: (Re)defining Publics and Performance" Performance Studies International (PSI), Toronto, Canada, 2010. Paper.

Wood, Vandy and Julia Listengarten, *In Search of a New Authenticity in Staging Brecht's <u>Good Woman of Setzuan</u>*, Prague Quadrennial, Prague, Czech Republic, June 2007. Co-Author, Paper Presentation by Julia Listengarten.

Wood, Vandy, Megan Alrutz, and Julia Listengarten. *Finding Brecht in the Dumpster: Problematizing Cultural Transfer in Theatrical Practice,* International Federation of Theatre Research, Helsinki, Finland, August 2006. Paper Presentation.

JURIED NATIONAL
<u>Association for Theatre in Higher Education</u> (ATHE)

Preconference participant The Three D's of Approching a New Play: Design, Dramaturgy, and Directing.

Wood, Vandy "Moving Through Image, Architecture, and Dramaturgy" Orlando, FL – 2013

<u>Association for Theatre in Higher Education</u> (ATHE)

Wood, Vandy "Designing for the Contemporary Avant-Garde" Washington, DC – 2012

Wood, Vandy, *Theory as Reflection: Choice and Responsibility in a Decision- Making Process* Association for Theatre in Higher Education. New Orleans, LA, August 2007. Panel Presenter.

Wood, Vandy. *A Common Vocabulary For Collaboration: Designers Talk to Designers.* United States Institute for Theatre Technology, Toronto, Canada, March 2005. Panel Presentation/round table.

JURIED REGIONAL
Wood, Vandy. *Who Needs Theory?* Southeastern Theatre Conference, Atlanta, GA,

March 2007. Panel Presenter.

Wood, Vandy et al. *A Common Vocabulary For Collaboration: Designers Talk to Directors and Playwrights.* Southeastern Theatre Conference, Greensboro, NC, March 2005. Panel Presenter.

Wood, Vandy and Ingrid De Sanctis. *...And She Ran Screaming.* Southeastern Theatre Conference, Greensboro, NC, March 2005. Panel Presenter and Round Table Discussion Leader.

JURIED STATE

Wood, Vandy, *Preparing a Portfolio*, Florida Theatre Conference, Lakeland, FL, October 2007. Panel Presenter.

Wood, Vandy, *Design Escapades in the Big Blank Stage.* Florida Theatre Conference, Lakeland, FL, October 2007. Workshop Presenter.

Wood, Vandy, *Designers of the Roundtable.* Florida Theatre Conference, Lakeland, FL, October 2007. Workshop Presenter.

Wood, Vandy. *Preparing to Apply for University Theatre Programs.* Florida Theatre Conference, Lakeland, FL, October 2003. Panel Presenter.

DESIGN FOR THEATRE, VIDEO, AND MULTI-MEDIA

INTERNATIONAL, NATIONAL, AND TOURING

Scenic Designer	*The Nativity,*	2013	New York, NY
Scenography	*Sarah & the Dinosaur,*	2011	Harrisonburg, VA
		2012	Stanton, VA
Scenery, Lighting	*Locomotion,*	2011	Orlando, FL
		2011	Daytona Beach, FL
Collaborative Prod Design	*Panther and Crane,* 2006-10		
		2006	Ashville, NC
		2007	O'Neill Theatre Center
		2007	Huntington, NY
		2007	Orlando, FL
		2008	Savannah, GA
		2008	O'Neill Theatre Center
		2009	Atlanta, GA
		2009	O'Neill Theatre Center
		2009	IA
		2010	Brattleboro, VT
		2010	Barboo, WI
		2010	Providence, RI
		2010	College Park, MD
Scenery	*Slay the Dragon,*	2004	Eugene O'Neill Center
Scenography	*A Body In Motion*,	2003	Fifth Wall Theatre Co.
Scenery, Costumes	*Word on the Street,*	2003	DVD Production, International Distribution

REGIONAL

Puppets	*Christmas Carol*, 2014	OST
Puppets	*The Borrowers*, 2014	Orlando Rep
Scenery	*Merlin*, 2014	Orlando Rep
Puppets	*Rudolph*, 2013	Orlando Rep
Puppets	*Dr. Dolittle*, 2013	Orlando Rep
Scenery	*Chasing George W*, 2012	Orlando Rep
Lighting	*State Fair*, 2012	Orlando Rep
Scenery, Lighting	*The Nativity* (Tour), 2010-12	Ibex Puppetry
Scenery, Projections	*A Wrinkle in Time*, 2011	Orlando Rep
Scenery	*The Giver*, 2010	Orlando Rep
Scenery, Projections	*Velvitine Rabbit, 2009*	Orlando Shakes
Scenery	*The Lion, The Witch and The Wardrobe*, 2008	Orlando Rep
Scenery	*Neverending Story*, 2008	Orlando Rep
Scenery	*Charlie and The Chocolate Factory*, 2007	Orlando Rep
Scenic Artist, Properties	*Willey and The Hairy Man*, 2007	Orlando Rep
Properties	*All Shook Up*, 2007	Orlando Rep
Scenery	*Beauty and The Beast*, 2006	Orlando Rep
Scenery	*Just So Stories*, 2005	Orlando Rep
Scenery	*Crazy for You*, 2005	Orlando Rep
Scenery	*The Diary of Anne Frank, 2005*	Orlando Rep
Scenery	*From the Mississippi Delta*, 1995	Syracuse Stage
Scenery, Lighting	*I'll Be Home Soon*, 1993	Syracuse Stage
Scenery	*Just Say No*, 1992	Syracuse Stage

UNIVERSITY

Co-Lighting	*Trevor*, 2014	Theatre UCF
Lighting	*Baltimore Waltz*, 2014	Theatre UCF
Lighting	*The Forigener*, 2014	Theatre UCF
Scenery	*Leveling Up*, 2014	Theatre UCF
Lighting	*Drowsy Chaperone*, 2013	Theatre UCF
Scenery, Lighting	*Fantasticks*, 2013	Theatre UCF
Scenery, Lighting	*Boeing Boeing*, 2013	Theatre UCF
Scenery, Lighting	*Eurydice*, 2013	Theatre UCF
Scenery	*Ragtime*, 2012	Theatre UCF
Scenery, Lighting	*No Sex Please*, 2012	Theatre UCF
Scenery, Lighting	*Spike Heals*, 2012	Theatre UCF
Scenery	*Gem of The Ocean, 2011*	Theatre UCF
Scenery	*Into the Woods*, 2011	UCF Conservatory
Lighting	*Vinegar Tom, 2011*	UCF Conservatory
Scenery	*How I Learned to Drive, 2010*	UCF Conservatory
Scenery	*The Chimes, 2010*	UCF Conservatory
Scenery	*Who's Afraid of Virginia Wolf, 2010*	UCF Conservatory
Scenery	*On Golden Pond, 2010*	UCF Conservatory
Lighting	*Burial at Thebes*	UCF Conservatory
Scenery	*The Lark*, 2009	UCF Conservatory
Lighting	*Marisol, 2009*	UCF Conservatory
Lighting	*Leading Lady, 2008*	UCF Conservatory
Scenery	*Urinetown, 2008*	UCF Conservatory
Lighting	*Machinal, 2008*	UCF Conservatory
Scenery, Media	*Alice Experiments in Wonderland, 2008*	UCF Conservatory

Lighting	*Lend Me A Tenor,* 2007	UCF Conservatory
Lighting	*Noises Off,* 2006	UCF Conservatory
Scenery	*The Good Woman of Setzuan*, 2005	UCF Conservatory
Lighting	*Margot Veil, 2005*	UCF Conservatory
Scenery, Lighting	*Six Women with Braindeath*, 2005	UCF Conservatory
Scenery, Lighting	*The Visit, 2005*	UCF Conservatory
Lighting	*A Chorus Line, 2004*	UCF Conservatory
Scenery	*Picnic,* 2004	UCF Conservatory
Scenery	*Once on this Island,* 2004	UCF Conservatory
Scenery	*Little Women,* 2003	UNCG and Triad Stage
Scenery	*Bette and Boo,* 2003	UCF Conservatory
Scenery	*The Laramie Project,* 2003	UCF Conservatory
Scenery	*A Midsummer Night's Dream,* 2003	UNC at Greensboro
Costumes	*The Visit*, 2002	UNC at Greensboro
Scenery	*The Provoked Wife,* 2001	UNC at Greensboro
Scenery	*Eighteen,* 2001	O'Neill Theatre Center
Lighting	*The Perfect Party*, 2001	UNC at Greensboro
Scenery	*Bible Complete Works*, 2001	UNC at Greensboro
Lighting	*TORBA*, 2000	E. Mennonite University
Costumes	*Look Homeward Angel,* 1998	Clemson University
Costumes, Graphic	*When Stars Collide*, 1998	Clemson University
Scenery	*Approaching Zanzibar*, 1995	Syracuse University
Scenery, Projections	*A.My Name is Alice*, 1993	Syracuse University
Scenery, Projections	*The Me Nobody Knows*, 1992	Syracuse University
Scenery, Costumes	*Manu and the Red, Red Flowers, 1991*	Syracuse University

COMMUNITY

Kite Design and Performance	Hope Community Ctr, 2014	Hope Community Ctr
Scenery	Solidarity Celebration, 2013	Hope Community Ctr
Scenery, Costumes	*Word on the Street,* 2003	Willow Creek Church
Scenery	*Crouse Irving Tribute*, 1996	ON Center
Scenery	*Public Access Television*, 1992-1993	Adelphi Cable
Graphics	*September Song*, 1991-1993	Hospice of CNY
Scenery	*The Obtaining of Portia*, 1992	Celebration of the Arts
Scenery, Lighting	*The Concert,* 1996	Syracuse Civic Center
Scenery	*Lettuce and Lovage,* 1994	Contemporary Theatre
Scenery, Lighting	*Smoking Room,* 1994	Paul Robeson Theatre
Scenery	*Echo in the Bone,* 1993	Paul Robeson Theatre

THEATRE AND VIDEO DIRECTING

Director	*Jungle Book,* 2013	Daytona State
Associate Director	*Panther and Crane, 2006-Present*	National Tour
Assistant Director	*Gee's Bend,* 2007	Orlando Shakespeare Theatre
Assistant Director	*A Home on The Field*, 2007	OLA Fest
Assistant Director	*Esperanza Rising*, 2006	OLA Fest
Assistant Director	*A Body in Motion*, 2002-Present	National Tour
Video Director	*Rough Times Live*, 1992-1993	Media Unit, Adelphi Cable

TOUR MANAGEMENT

Panther & Crane	National Tour, 2006-2009	Atlanta, GA

		Savannah, GA
		Huntington, NY
		New London, CT
		Asheville, NC
MCC Nashville Convention Tour	Nashville Convention Center, 2001	Nashville, TN
KC/ACTF Regional Festival Tour	E. Mennonite University, 2000	Harrisonburg, VA
KC/ACTF State Festival Tour	Clemson University, 1998	Clemson, SC
KC/ACTF Regional Festival Tour	Clemson University, 1997	Clemson, SC
KC/ACTF State Festival Tour	Clemson University, 1997	Clemson, SC
KC/ACTF Regional Festival Tour	Syracuse University, 1994	Syracuse, NY

CREATIVE AND TECHNICAL CONSULTING

Ibex Puppetry*, 2006- Present*	Orlando, FL
Hope Community Ctr, 2006-Present	Apopka, FL
Willow Creek, 2003-2008	South Barrington, IL
Ted & Lee Productions , 1998-Present	Harrisonburg, VA
OLA Fest, 2007 *A Home on the Field*	Orlando, FL
OLA Fest, 2006 *Esperanza Rising*	Orlando, FL

Visual Arts:
Sculpture/puppet exhibit – Avalon Gallery, Orlando FL

SERVICE

PROFESSIONAL

KC/ACTF Respondent	Region IV, Respondent	1998-Present
KC/ACTF Regional Festival	12/10 Sketch, Respondent	2007
Florida Theatre Conference	Scenic Design Respondent	2006
Florida Theatre Conference	Costume/Scenic Design Respondent	2006
O'Neill Playwright Conference	Play Selection Reader	2005

UNIVERSITY

ArtsBridge UCF	Faculty Mentor	2005-2009
LEAD Scholars	Mentor	2005-Present
MeStories, Undergraduate Studies	Committee Member	2005

COLLEGE

Adler Family Fund	Chair	2014

DEPARTMENT

Recruitment Committee	Chair	2003-2009
Design Area Review Committee	Chair	2003-2006
Search Committees	Chair or Member	2004-Present
Lighting Area	Supervisor	2003-2005
Graduate Committee	Member	2004-Present

Coordinators Committee	Member	2007-Present
TYA Tour	Design Advisor	2006-Present
Writes of Spring	Design/Media Consultant	2008
SWOT Analysis Task Force	Member	2005
Internship Task Force	Member	2004

COMMUNITY

Hope Community Ctr., FL	Creative	2006-2014
IBEX Puppetry, FL	Creative and Financial	2006-2014
Handmade Puppet Dreams, FL	Commissioned Films Coord.	2006-2010
Orlando Puppet Festival, FL	Consultant	2006-2010
Warehouse Theatre, SC	Design/Prod Assistance	1998-2000
Clemson Little Theatre, SC	Design/Prod Assistance	1998-2000
E. Mennonite University, VA	Design/Prod Assistance	1999-2001
Altered Space Gallery, NY	Instruction/Exhibits	1992-1994
Hospice of Central NY	Design/Prod Assistance	1992-1994
Riskin' It, NY	Outreach Instructor	1991-1993
The Media Unit, NY	Outreach Instructor	1992-1994

PROFESSIONAL DEVELOPMENT

Online teaching training – UCF	Orlando, FL	2013
ATHE	Orlando, FL	2013
ATHE	Washington, DC	2012
Faculty Center for Teaching and Learning		
Summer Conference	Orlando, FL	2012
Lighting Design International	Orlando, FL	2011
Earth Matters on Stage	Eugene, OR	2009
Under The Radar Festival	NYC	2009
Puppeteers of America	Atlanta, GA	2009
Eugene O'Neill Center/Puppetry	New London, CT	2009
Lighting Design International	Orlando, FL	2009
Eugene O'Neill Center/Puppetry	New London, CT	2008
Puppeteers of America	Savannah, GA	2008
Eugene O'Neill Center/Puppetry	New London, CT	2007
Puppeteers of America	Huntington, NY	2007
Southeastern Theatre Conference	Atlanta, GA	2007
Association for Theatre in Higher Education	New Orleans, LA	2007
Lighting Design International	Orlando, FL	2007
Professional Portfolios, KC/ACTF	Americus, GA	2007
Faculty Center for Teaching and Learning		
Summer Conference	Orlando, FL	2007

Winter Conference	Orlando, FL	2006
International Federation of Theatre Research	Helsinki, Finland	2006
Puppeteers of America	Asheville, NC	2006
Southeastern Theatre Conference	Orlando, FL	2006
Lighting Design International	Orlando, FL	2005
Faculty Center for Teaching and Learning		
Winter Conference,	Orlando, FL	2005
Summer Conference,	Orlando, FL	2005
Design/Portfolio Response, KC/ACTF	Palm Beach, FL	2005
Southeaster Theatre Conference	Greensville, NC	2005
US Institute for Theatre Technology	Toronto, Canada	2005
Lighting Design International	Orlando, FL	2003
FTC: Designing with Low Budget	Lakeland, FL	2003

Yale Design Chair, Ming Cho Lee	Master Class	Greensboro, NC, 2003
Scenographer, Pamela Howard	Master Class	Greensboro, NC, 2003
O'Neill Playwright's Conference	Design Fellowship w/ W.G Mercier	
		New London, CT, 2001
Yale Design Chair, Ming Cho Lee	Kennedy Ctr. Master Class	Washington, DC, 2001
Adelphi Cable	Video Production Certificate	Syracuse, NY, 1995
McCahn and Burr	Fine Arts Restoration	St Louis, MO, 1988

PROFESSIONAL AFFILIATIONS

Southeastern Theatre Conference (SETC)
International Federation of Theatre Research (IFTR)
Lighting Design International (LDI)
United States Institute for Theatre Technology (USITT)
Union Internationale de la Marionnette (UNIMA)
Puppeteers of America (P of A)
Performance Studies International (PSI)
Association for Theatre in Higher Education (ATHE)

Appendix I: Affiliated Faculty Listing

Themed Experience
Affiliated Faculty

Name	Rank	Department
Carissa Baker	Assistant Professor	Rosen College of Hospitality Management
Byron Clercx	Professor	School of Visual Arts and Design
Scot French	Associate Professor	History
Robert Hoekstra	Associate Professor	Industrial Engineering & Management Systems
Emily Johnson	Assistant Professor	Games and Interactive Media
Rudy McDaniel	Professor Director of SVAD	School of Visual Arts and Design Games and Interactive Media
Ady Milman	Professor	Rosen College of Hospitality Management
John Murray	Assistant Professor	Games and Interactive Media
Tison Pugh	Professor	English Literature
Sara Raffel	Assistant Professor	English Technical Communication
Robert Reedy	Professor	School of Visual Arts and Design
Anastasia Salter	Associate Professor Director, CAH Grad Programs	Texts & Technology Games and Interactive Media
Eileen Smith	Instructor	Institute for Simulation and Training
Mel Stanfill	Assistant Professor	Texts & Technology Games and Interactive Media
Peter Telep	Senior Instructor	English Creative Writing
Keri Watson	Assistant Professor	Art History School of Visual Arts and Design
Vandy Wood	Associate Professor	School of Performing Arts - Theatre

Appendix J: Details of Library Holdings and Funding Needs

Memo

To: Mr. Michael Wainstein, Director, School of Performing Arts
        Mr. Peter Weishar, Professor, School of Performing Arts
        Ms. Lynn Hepner, Associate Dean, College of Arts and Humanities
        Mr. Barry Baker, Director of Libraries
        Ms. Selma Jaskowski, Associate Director, Technology Services and Resource Management
        Ms. Ying Zhang, Department Head, Acquisitions and Collections, University Libraries
        Dr. Liz Klonoff, Dean, College of Graduate Studies
        Dr. Winston Schoenfeld, Associate Dean, College of Graduate Studies

From: Rich Gause, University Librarian, Research & Information Services

Subject: Library Assessment for the Proposed Themed Experience M.S. in the School of Performing Arts

Date: December 11, 2019

Projected Costs for New Library Resources

It is recommended that $500 be allocated for years 3, 4 & 5 to acquire new titles as the full program develops. This new allocation of $1,500 supplements the remaining $1,000 which was previously allocated for 2020-2021 and 2021-2022 for the Theatre M.F.A., Themed Experience Track.

Summary of funds requested for the Themed Experience M.S.:

	2020-21	2021-22	2022-23	2023-24	2024-25
Theatre M.F.A. track	$500	$500			
Themed Experience M.S.			$500	$500	$500
Total	$500	$500	$500	$500	$500

Research Guide

An online library guide for Themed Experience describes specific online and print resources and provides links to electronic materials. https://guides.ucf.edu/themedexperience

Print and Online Access

While the proposed Themed Experience will be offered face-to-face on UCF's main campus for the first several years, the college hopes to transition to a low-residency program by offering a substantial number of the core courses in online or hybrid modalities. All else being equal, electronic format with multiple simultaneous access is preferred for library resources to reach more users. Physical format will be selected if no viable electronic equivalent is available and will default to one copy per title due to budgetary restraints. Duplicate copies may be considered on a case by case basis. The physical copy (occasionally copies) will be housed at the locations chosen by the UCF Libraries to serve the needs of relevant programs.

Library materials relevant for the Themed Experience program will be housed in at least four UCF Libraries locations: Main Campus (Theatre, Art, Music, Communication, Film, Writing & Rhetoric, Marketing, Engineering); Rosen Campus (Hospitality Management, Theme Parks); Valencia West (Architecture); and Downtown Campus (Gaming & Interactive Media).

UCF Libraries offers a robust document delivery system and interlibrary loan service to ensure UCF users at all locations have access to library resources at all locations and beyond.

To achieve best cost efficiency within the library's budget limits and to serve as many users as possible, most library collections, including books, serve multiple UCF programs. Decisions for how library resources are acquired and where the resources are housed are made by the UCF Libraries. The decisions on location are also driven by the integrity of intended use of the body of publications, and therefore typically physical resources on the same topic are kept at one location, rather than split between multiple locations. The shelving capacity and other aspects of a library's physical space may also influence location decisions.

Previous Assessment

This evaluation of library resources builds on the brief assessment conducted in 2018 for the Theatre M.F.A., Themed Experience Track (attached). That assessment focused on determining the availability at UCF of 2 magazines and 105 book titles.

That track assessment also included a comparison of library book holdings by subject headings at four institutions:

- Savannah College of Art & Design (SCAD), Themed Entertainment Design, M.F.A.
- CalArts, Experience Design opportunities within the Theatre M.F.A. program
- Carnegie Mellon University, Master of Entertainment Technology
- Florida State University, School of Entrepreneurship, Themed Experience Institute

None of the four identified institutions provided a good statistical comparison for head-to-head benchmarking of library resources for reasons explained in that track assessment. Programs or tracks being developed at other institutions are too new to provide effective benchmarking and their collections are very small, but examining their holdings may be useful in the future to identify specific titles for potential purchase. Those new programs include:

- University of Florida, MS in Architecture, Themed Environment Integration, CityLab Orlando
- Ringling College of Art & Design, Entertainment Design, BFA

Instead of expanding the number of subject headings or institutions to benchmark for this full program assessment, an analysis has been conducted of relevant titles already held in support of three existing UCF programs which represent the core broadened subject areas of the full Themed Experience program: Hospitality Management, Architecture, and Gaming & Interactive Media.

Journals/Magazines:

Both magazines identified in the 2018 assessment are available in print at the Rosen campus library and will remain at that location.

- Funworld (2001+)
- InPark Magazine (2004+) – available online 2012+

The Journal of Themed Experience & Attractions Studies (JTEAS) began in 2018 and is hosted online at UCF. Only one issue has been produced as of December 2019.

UCF Libraries provides online access to the proceedings of the International Conference on Virtual, Augmented & Mixed Reality (2007+).

No other journals were identified with a focus specifically on themed experience, but the UCF Libraries already provide a strong online and print collection of current and backfile journals with articles covering theatre, hospitality management, theme parks, architecture, and gaming & interactive media, as well as other related disciplines. Peter Weishar identified additional journals available at UCF which may provide relevant content:

- Body, Movement & Dance in Psychotherapy: An International Journal for Theory, Research & Practice (2006+)
- CHINOPERL: Journal of Chinese Oral & Performing Literature (1997+)
- Comedy Studies (2010+)
- Contemporary Theatre Review (1992+)
- Dramatherapy (1977+)
- Dress: The Journal of the Costume Society of America (1997+)
- Ibsen Studies (2000+)
- International Journal of Performance Arts & Digital Media (2005+)
- Performance Research: A Journal of the Performing Arts (1997+)
- South African Theatre Journal (SATJ) (1997+)
- Stanislavski Studies: Practice, Legacy & Contemporary Theater (2013+)
- Studies in Theatre & Performance (2000+)
- Text & Performance Quarterly (TPQ) (1980+)
- Theatre & Performance Design (2015+)

Databases

Current UCF databases of most relevance for the Themed Experience M.S.:

- Academic Search Premier
- ~~Art & Architecture Source~~ (subscription will be discontinued in January 2020 due to budget cuts)
- Art Index Retrospective (1929-1984)
- Arts & Humanities Citation Index (1975+)
- Arts & Humanities Commons
- Communication & Mass Media Complete
- Essay & General Literature Index (1984+)
- Film & Television Literature Index
- Hospitality & Tourism Complete
- Humanities & Social Sciences Retrospective (1907-1984)
- Humanities Source
- International Bibliography of Theatre & Dance
- JSTOR
- Leisure Tourism Abstracts
- LinkedIn Learning
- Project MUSE
- Theatre & Performance Studies Commons

The loss of the subscription to Art & Architecture Source will have a negative impact on multiple academic programs at UCF including this new program in Themed Experience, but there are no funds available at UCF for this recurring annual cost previously funded at the state level.

Monographs/Books – Previous Assessment for M.F.A. track

Of the 105 books evaluated for the track assessment:

- 50 titles already owned by UCF
  - 33 titles shelved at Rosen campus
  - 17 titles shelved at Main campus
- 53 titles purchased
  - 18 titles as eBooks
  - 35 titles as print books
    - 12 titles shelved at Main campus
    - 23 titles initially shelved at Rosen campus; per a request from the College of Arts & Humanities Dean's Office, all 23 titles were transferred to the Main campus' Automated Retrieval Center
- 2 titles will be purchased when the new editions are published in 2020

Monographs/Books – Future Purchases

Students in the Themed Experience M.S. program are likely to make use of books from all four library locations (Main, Rosen, Valencia West, and Downtown). The library's delivery service can retrieve requested books from the other campuses, but students also may find it beneficial for their discovery process to travel to the other campuses to browse the books in context with similar materials.

The librarians overseeing each of these subject areas will coordinate the identification and purchase of relevant content overlapping the disciplines. The requested funds may be used to expand access. For example, if a title was going to be purchased in print for the Hospitality Management collection at Rosen, but it is also considered relevant for the Themed Experience program then instead it will be purchased for online access by multiple users if available.

Decisions regarding where the resources are housed are made by the UCF Libraries; typically physical resources on the same topic are kept at one location, rather than split between multiple locations. This may result in some titles purchased with funds allocated for Themed Experience being shelved at one of the other campuses with similar materials already owned by the UCF Libraries.

Examples of Current Collections of Related Disciplines

The Themed Experience program benefits significantly from access to the resources purchased in support of related disciplines which may be housed at the other campuses. The following title lists provide a sample of potentially relevant titles owned by the UCF Libraries. More information about each title is provided on the online guide.

Hospitality Management

- The Immersive Worlds Handbook: Designing Theme Parks & Consumer Spaces
- Theme Park
- Theme Park Design: Behind the Scenes with an Engineer
- Total Landscape, Theme Parks & Public Space
- Amusing the Million: Coney Island at the Turn of the Century
- Coney Island: Lost & Found
- Coney Island: The People's Playground
- Walt's Revolution! By the Numbers
- Why We Love Disney: The Power of the Disney Brand
- They Drew as They Pleased: The Hidden Art of Disney's Golden Age, the 1930s
- They Drew as They Pleased: The Hidden Art of Disney's Musical Years: 1940s, Part 1
- They Drew as They Pleased: The Hidden Art of Disney's Musical Years: 1940s, Part 2
- Building a Dream: The Art of Disney Architecture
- The Haunted Mansion: Imagineering a Disney Classic
- Maps of the Disney Parks: Charting 60 Years from California to Shanghai
- Walt Disney's Disneyland
- Disney: The First 100 Years
- Building a Better Mouse: The Story of the Electronic Imagineers Who Designed Epcot
- Designing Disney: Imagineering & the Art of the Show
- The Disney Mountains: Imagineering at Its Peak

- The Imagineering Field Guide to Disney's Animal Kingdom at Walt Disney World: An Imagineer's-Eye Tour
- The Imagineering Field Guide to Epcot at Walt Disney World: An Imagineer's-Eye Tour
- The Imagineering Field Guide to the Magic Kingdom at Walt Disney World: An Imagineer's-Eye Tour
- The Imagineering Way: Ideas to Ignite Your Creativity
- The Imagineering Workout: Exercises to Shape Your Creative Muscles
- One Little Spark! Mickey's Ten Commandments & the Road to Imagineering
- Walt Disney Imagineering: A Behind the Dreams Look at Making More Magic Real
- To Pixar & Beyond: My Unlikely Journey with Steve Jobs to Make Entertainment History
- Inside the Dream: The Personal Story of Walt Disney
- Fair World: A History of World's Fairs & Expositions, from London to Shanghai, 1851-2010
- Hersheypark
- Lost Amusement Parks of New York City: Beyond Coney Island
- The Brown Derby Restaurant: A Hollywood Legend
- Eat Out! Restaurant Design & Food Experiences
- Eating Architecture
- Food + Architecture
- Theme Restaurants
- Entertainment Dining

Architecture

- Walkable City Rules: 101 Steps to Making Better Places
- Exuberance: New Virtuosity in Contemporary Architecture
- Utopia Forever: Visions of Architecture & Urbanism
- Why on Earth Would Anyone Build That: Modern Architecture Explained
- Learn for Life: New Architecture for New Learning
- The Theming of America: American Dreams, Media Fantasies, & Themed Environments
- Architecture Bali: Birth of the Tropical Boutique Resort
- The Eyes of the Skin: Architecture & the Senses
- Brandscapes: Architecture in the Experience Economy
- Forms of Aid: Architectures of Humanitarian Space
- Welcome to Your World: How the Built Environment Shapes Our Lives
- Making Leisure Work: Architecture & the Experience Economy
- Creating Sensory Spaces: The Architecture of the Invisible
- Shadow-Makers: A Cultural History of Shadows in Architecture
- Five Ways to Make Architecture Political: An Introduction to the Politics of Design Practice
- Interactive Architecture: Adaptive World
- Architecture & Tourism: Perception, Performance & Place
- How to Read Buildings: A Crash Course in Architectural Styles
- Reading Architecture & Culture: Researching Buildings, Spaces & Documents
- Sketching for Architecture & Interior Design
- Digital Landscape Architecture Now

- The Designer's Guide to Doing Research: Applying Knowledge to Inform Design
- Prototyping for Architects
- Design Informed: Driving Innovation with Evidence-Based Design
- Visual Notes for Architects & Designers
- Language of Space & Form: Generative Terms for Architecture
- The Architect's Portable Handbook: First-Step Rules of Thumb for Building Design
- Time, Space & Material: The Mechanics of Layering in Architecture
- Architecture an Inspiration
- The Power of Design: A Journey through the 11 UNESCO Cities of Design
- Design Innovations for Contemporary Interiors & Civic Art
- Detail in Contemporary Lighting Design
- The Colours of …
- Reading Architecture: A Visual Lexicon
- Translucent Building Skins: Material Innovations in Modern & Contemporary Architecture
- The Sacred In-Between: The Mediating Roles of Architecture
- Masterpieces: Sacred Architecture + Design: Churches, Synagogues, Mosques & Temples
- Shopping Architecture Now!
- Working in Style: Architecture + Interiors
- Dwelling with Architecture
- Classic Florida Style: The Houses of Taylor & Taylor
- Store Presentation & Design: An International Collection of Design
- Shoplifter! : New Retail Architecture & Brand Spaces
- Retail Desire: Design, Display & Visual Merchandising
- Funology 2: From Usability to Enjoyment
- People, Personal Data & the Built Environment
- Advances in Interdisciplinary Practice in Industrial Design: Proceedings of the AHFE 2018 International Conference on Interdisciplinary Practice in Industrial Design
- Mixed Reality in Architecture, Design & Construction
- The Fabric Formwork Book: Methods for Building New Architectural & Structural Forms in Concrete
- Emotional Engineering, volume 2

Gaming & Interactive Media

- Third Person: Authoring & Exploring Vast Narratives
- Visual Digital Culture: Surface Play & Spectacle in New Media Genres
- Second Person: Role-Playing & Story in Games & Playable Media
- Chris Crawford on Interactive Storytelling
- Got Game: How the Gamer Generation is Reshaping Business Forever
- Design & Development of Training Games: Practical Guidelines from a Multidisciplinary Perspective
- Explore/Create: My Life in Pursuit of New Frontiers, Hidden Worlds & the Creative Spark
- Quests: Design, Theory & History in Games & Narratives
- The Dark Side of Game Play: Controversial Issues in Playful Environments

- Gameworlds: Virtual Media & Children's Everyday Play
- Digital Play: The Interaction of Technology, Culture & Marketing
- Shadow of a Mouse: Performance, Belief & World-Making in Animation
- Enchanted Drawings: The History of Animation
- AMR: International Workshop on Adaptive Multimedia Retrieval (2003-2012)
- Making Media: Foundations of Sound & Image Production
- Multimedia & Virtual Reality Engineering
- Perspectives on Multimedia: Communication, Media & Information Technology
- Contextual Media: Multimedia & Interpretation
- MTIV: Process, Inspiration & Practice for the New Media Designer
- Digital Diversions: Youth Culture in the Age of Multimedia
- Digital Media: Transformations in Human Communication
- Digital Multimedia Perception & Design
- Intelligent Interactive Multimedia Systems & Services
- Beyond the Image Machine: A History of Visual Technologies
- Designing Gamified Systems: Meaningful Play in Interactive Entertainment, Marketing & Education
- Better Game Characters by Design: A Psychological Approach
- Game Story & Character Development
- Beginning Illustration & Storyboarding for Games
- Spatial Augmented Reality: Merging Real & Virtual Worlds
- Builders of the Vision: Software & the Imagination of Design
- Designers in Handcuffs: How to Create Great Graphics When Time, Materials & Money Are Tight
- Prototyping Augmented Reality
- Computers, Visualization & History: How New Technology Will Transform Our Understanding of the Past
- Moving Innovation: A History of Computer Animation

Memo

To: Mr. Michael Wainstein, Director, School of Performing Arts
        Mr. Peter Weishar, Professor, School of Performing Arts
        Ms. Lynn Hepner, Associate Dean, College of Arts and Humanities
        Mr. Barry Baker, Director of Libraries
        Ms. Selma Jaskowski, Associate Director, Technology Services and Resource Management
        Ms. Ying Zhang, Department Head, Acquisitions and Collections, University Libraries
        Dr. Liz Klonoff, Dean, College of Graduate Studies
        Dr. John Weishampel, Senior Associate Dean, College of Graduate Studies

From: Rich Gause, University Librarian, Research & Information Services

Subject: Library Assessment for the <mark>Proposed Theatre M.F.A., Themed Experience Track</mark> in the School of Performing Arts

Date: <mark>November 19, 2018</mark>

When I met with Mr. Peter Weishar to discuss the proposed Theatre M.F.A., Themed Experience Track, he explained that this track is the initial step in preparing for a proposed new Master's degree in Themed Experience which will be housed in the School of Performing Arts but which will be separate at that time from the Theatre and Music programs. He provided a list of 2 magazines and 105 books which he felt would be needed to support the full degree program. He later identified 20 of those 105 books which he considered "must-haves." He identified the following institutions for comparison when evaluating resources for the full degree program:

- Savannah College of Art & Design (SCAD), Themed Entertainment Design, M.F.A.
- CalArts, Experience Design opportunities within the Theatre M.F.A. program
- Carnegie Mellon University, Master of Entertainment Technology
- Florida State University, School of Entrepreneurship, Themed Experience Institute

Projected Costs for New Library Resources

It is recommended that $3,200 be allocated for the first year to acquire the missing titles from the list of 105 books. In addition, $500 should be allocated for each of the next three years (4-year total of $4,700) to acquire new titles published in the existing subject areas plus additional subjects identified as the needs of the track expand in building toward the full degree program.

Summary of funds requested for four years:

Resource Type	2019-2020	2020-2021	2021-2022	2022-2023
Monograph (books)	$3,200	$500	$500	$500
Database	$0	$0	$0	$0
Journal	$0	$0	$0	$0
Total	**$3,200**	**$500**	**$500**	**$500**

The allocations for this Theatre M.F.A. track are only projected for four years with the assumption that the full degree proposal will be submitted during that period.

A more complete library analysis and revised budget will need to be done for the full degree proposal when it occurs.

Summary of Analysis

None of the four identified institutions provides a good statistical comparison for head-to-head benchmarking of library resources for the limited scope of this proposed Theatre M.F.A. track at UCF. The full degree programs at SCAD and Carnegie Mellon both focus much more heavily on the digital and technical design areas rather than theatre. Although CalArts incorporates Experience Design opportunities in their Theatre M.F.A. program they do not yet have a specific track for it and a search of their library catalog failed to identify many specific book titles or subject headings for meaningful comparison. The Themed Experience Institute at Florida State only existed briefly affiliated with the School of Entrepreneurship and ceased when Peter Weishar left for UCF. This analysis therefore focused primarily on determining UCF's holdings for the 105 books identified by Peter Weishar. A brief subjectheading comparison of library holdings is provided as well.

As currently planned the Themed Experience Track at UCF will have a limited amount of coursework taught at the Rosen campus which will be focused on the specifics of themed experience. The theatre-focused coursework will be taught at the Main campus and should be fully supported by the existing resources for the Theatre M.F.A. program. Rather than writing a thesis the student in this track will create a themed experience project.

No new databases or journals are needed at this time. The library already subscribes to resources in support of existing programs in theatre, hospitality management, and digital media.

- Theatre – https://guides.ucf.edu/sb.php?subject+id=12202
- Rosen Library Research Guides – https://guides.ucf.edu/rosen/guides including ○ Theme Park & Attraction Industry – https://guides.ucf.edu/rosen/theme-parks
- Film & Digital Media – https://guides.ucf.edu/filmdigitalmedia

Current UCF Databases of most relevance for the Theatre M.F.A. track:

- International Bibliography of Theatre & Dance
- Art & Architecture Source
- Hospitality & Tourism Complete
- Leisure Tourism Abstracts
- Film & Television Literature Index
- Communication & Mass Media Complete
- LyndaCampus

Journals/Magazines:

Both magazines identified by Peter Weishar as needed for the program are currently available at the Rosen campus library.

- Funworld (2001+)
- InPark Magazine (2004+)

No other journals were identified with a focus specifically on themed experience, but the UCF Libraries already provide a strong online and print collection of current and backfile journals with articles covering theatre, hospitality management, and theme parks.

Monographs/Books:

Of the 105 books on Mr. Weishar's list, the UCF Libraries already provide access to 50 of them: 33 titles at the Rosen campus and 17 titles at the Main campus. For the 55 remaining titles the UCF Libraries has older editions for 7 titles. The cost of purchasing or updating all 55 titles is projected to be approximately $3,200. Ebook versions are available and will be purchased for 14 of the 55 titles instead of print editions to provide greater access. Most of the remaining 41 print titles fit the subject-area profile for the print editions to be housed at the Rosen campus, but some of the print titles may be housed in the automated storage facility at the Main campus. Document delivery of the books is available between campuses.

Comparison of library book holdings by subject headings:

Subject heading	UCF	FSU	CalArts	Carnegie Mellon	SCAD
Themed environments	5	2	2	4	6
Participatory theater	18	4	8	13	4
Theater audiences	140	166	52	97	51
Amusement parks	194	100	36	68	56

The UCF Libraries holdings of books in these four subject headings compares favorably with the other four institutions. These subject headings merely represent the main broad areas, but not covering the niche subjects for this proposed Track, which will be supported by the requested funds.

The draft of an online research guide has been created for the proposed track –
https://guides.ucf.edu/themedexperience

Appendix K: Themed Experience Advising Council

Themed Experience Advisory Council - Internal

Affiliation	Last Name	First Name	Position	E-mail
UCF-CAH	Moore	Jeff	Dean-College of Arts and Humanities	Jeffrey.Moore@ucf.edu
UCF-CAH	Wainstein	Michael	Director-School of Performing Arts	Michael.Wainstein@ucf.edu
UCF-CAH	Hepner	Lynn	Associate Dean-College of Arts and Humanities	Lynn.Hepner@ucf.edu
UCF-CAH	Robertson	Kara	Director of Development	Kara.Robertson@ucf.edu
UCF-CAH	Weishar	Peter	Themed Experience & Entertainment Management	Peter.Weishar@ucf.edu
UCF-CAH	Lartonoix	Paul	CAH Assistant to the Dean	Paul.Lartonoix@ucf.edu
UCF-CAH	Gibson	Heather	CAH Director of Marketing and Communications	Heather.Gibson@ucf.edu

Themed Experience Advisory Council - External

Affiliation	Last Name	First Name	Position	E-mail
Disney	Stofcik	David	Executive Architect Walt Disney Imagineering	david.m.stofcik@disney.com
Consultant	Brennan	Patrick	Art Director/Creative Director	patrickb53@gmail.com
Universal	West	Mike	Senior Director-Executive Producer Universal Creative	mike.a.west@universalorlando.com
Robert L Ward, Inc.	Ward	Bob	CEO Robert L. Ward, Inc	Bob@RobertLWard.com
Herschend Enterprises	Puckett Miller	Merrill	Chief Creative Officer	mpuckettmiller@hfecorp.com
Orlando Magic Basketball	Gallagher	Pat	Project Director Sports & Entertainment District	pgallagher@orlandomagic.com
AOA	Hatcher	Denise	Managing Director	denise@aoabuilds.com
Falcon's Creative Group	Magpuri	Cecil	President/Chief Creative Officer	cecil.magpuri@falconstreehouse.com
Feld Entertainment	Feld-Grossman	Juliette	CEO Feld Entertainment	jfeld@feldinc.com