

# Yvonne Sacripant Bland

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**CAREER OBJECTIVE:** Adjunct or Full-time position in Communication emphasizing leadership and communication fundamentals -- including Communication Studies, Interpersonal/Group Dynamics, Organizational Leadership, Speech, Public Relations/Advertising or Mass Media in the traditional and online environments.

## EDUCATION:

**M.A. Communication Studies** (1984), Emerson College, Boston, MA

- *Dean's List*
- *Executive Committee, Graduate Student Association*
- *Tuition Assistantship, Graduate Admissions*

**B.A. Communication Arts** (1983), Grove City College, Grove City, PA

- *Magna Cum Laude*
- *1983 Woman of the Year Nominee*
- *Awarded scholarship for excellence: English Language and Composition*
- *Member, ODK (leadership honorary), LIT (literary honorary) and TAP (theatre honorary)*
- *Named "Theatre Technician of the Year," 1982*

**Pennsylvania Department of Education Teaching Certification: Secondary Education.**  
**Concentration: Communication Arts (English/Speech/Theatre)**

## ACADEMIC EXPERIENCE:

**ROBERT MORRIS UNIVERSITY**

*Moon Township, PA*

**January 2007 - Present**

Adjunct Instructor: **Organizational Leadership (January 2015 – Present)**

Lecturer: **Communication (Spring 2011 – December 2014)**

Lecturer: **Communication & Communications Skills (Spring 2009 – Spring 2011)**

Visiting Instructor: **Communication (Fall 2008 – Spring 2009)**

Adjunct Instructor: **Communication & Communications Skills (Spring 2007 - 2008)**

Distance Learning and Web-Enhanced: eCollege and Blackboard

*Representative Courses Taught:*

- **Interpersonal & Small Group Communication**
- **Communication Theory**
- **Fundamentals of Public Relations / Foundations of Advertising**
- **Leadership & Communication**
- **Public Speaking & Persuasion**
- **Survey of Mass Communication**

HUDSON VALLEY COMMUNITY COLLEGE      Troy, NY      2003 – Present (seasonal)

Adjunct Instructor: *English, Marketing & Theatre Arts*

Academic Advisor: *Fine Arts, Theatre Arts and Broadcast Communication*

Corporate Trainer: *Workforce Development Institute*

Distance Learning and Web-enhanced: Blackboard

*Courses Taught:*

- *Advertising*
- *Interpersonal Communication*
- *Introduction to Theatre*
- *Public Speaking*

UNIVERSITY AT ALBANY / *State University of New York*      Albany, NY      2003 - Present (seasonal)

Adjunct Lecturer: *Communication*

Distance Learning and Web-enhanced: WebCT and Blackboard

*Courses Taught:*

- *Group Dynamics*
- *Interpersonal Communication*
- *Speech Composition and Presentation*
- *Survey of Mass Communication*

THE COLLEGE OF ST. ROSE      Albany, NY      2003 - 2004

Adjunct Undergraduate Instructor: *Introduction to Mass Media*

Web-enhanced: Blackboard

PENN STATE UNIVERSITY / *York Campus*      York, PA      1991 - 2002

Adjunct Undergraduate Instructor: *Speech Communication*

## **CORPORATE COMMUNICATION EXPERIENCE:**

Marketing Director, *WGET/WGTY 107.7*      Gettysburg, PA      1999 - 2002

Marketing & Promotion Services Director, *WSBA/WARM 103*      York, PA      1992 - 1999

Public Relations & Promotion Vice President, *Schofield Associates*, Syracuse, NY      1990 - 1991

Promotion Director, *WSYR/AM 570*      Syracuse, NY      1986 - 1990

Promotion Director, *WJAS/WSHH*      Pittsburgh, PA      1985 - 1986

Account Executive, *Kahn & Associates*      Pittsburgh, PA      1984 - 1985

### ACADEMIC ACHIEVEMENTS & AFFILIATIONS:

- **Nominee: President's Award for Distinguished Teaching.** Robert Morris University, April 2011
- **"Outstanding Communication Faculty Member for 2009."** Awarded by the Lambda Pi Eta chapter of Robert Morris University, April 2009
- **"Instructor's Manual: *The Media of Mass Communication*."** Contracted by Pearson Education to create 30% new content and update remaining content for use with John Vivian's 9e and 10. May 2008 and 2011.
- **"Power Point Slide Supplement: *The Media of Mass Communication*."** Contracted by Pearson Education to create dynamic keyword slide presentations for use with John Vivian's 9e. May 2008.
- **"Blackboard Greenhouse Exemplary Course Award Nominee: Introduction to Theatre."** Selected by Hudson Valley Community College to represent the college. Annotated application and rubric submitted January 2008.
- **Eastern Communication Association, Member.** 2008 – Present
- **Pennsylvania Communication Association, Member.** 2007-Present
- **"Who's Who Among American Teachers,"** 11e. 2005-2006; 10 e. 2004-2005

### ACADEMIC SERVICE:

- **Honors Program, Round Table Presentation.** Managing Stagefright: Taming the Green Monster. Robert Morris University, Spring 2014.
- **Search Committee, Member.** Advertising & Journalism. Robert Morris University, Fall 2013 – Spring 2014.
- **Curriculum Design, Co-Author.** Advertising Concentration. Robert Morris University, Fall 2013 – Spring 2014.
- **Curriculum Design, Author.** COMM4060: Communication Seminar (consolidating Communication Seminars 1-3). COSO2220: Speaking Strategies (online delivery of COSK2220). Robert Morris University, Summer 2010 – Spring 2011.
- **Middle States Accreditation Self-Study Committee, Sub-Committee 7.** Robert Morris University, Spring 2010 – 2012.
- **Career & Internship Fair, Volunteer.** *Journalism Symposium*, Department of Communication, Robert Morris University, Spring 2009
- **Communication Skills Program Committee.** Lead Teacher, Public Speaking & Persuasion. Fall 2010 – present.

- **RMURadio.com, Advisor.** Academic Media Center, Robert Morris University. Inaugural year, Fall 2007- Spring 2008.
- **“Effective Power Point Instruction” Task Force,** Member. Communications Skills Faculty Evaluation and Implementation Committee (FEIC), Robert Morris University, Fall 2007-Spring 2008
- **Distance Learning Management System Advisory Committee,** Member. Hudson Valley Community College. March 2006 – present.
- **Academic Advisor,** Fine Arts/Broadcast Communication/Theatre Arts. Hudson Valley Community College. 2004-2006
- **Broadcast Communications Advisory Committee,** Member. Hudson Valley Community College. 2004-2006.

### **TRAINING, DEVELOPMENT & FACILITATION EXPERIENCE:**

- **Eastern Communication Association Annual Conference**
  - “GIFTS: Great Ideas for Teaching Students,” Panelist. Presented scavenger hunt worksheet to increase variety & depth in research sources. (April 2012)
  - “GIFTS: Great Ideas for Teaching Students,” Panelist. Presented interactive Bingo-style game to build awareness of the role of Communication Theory in students’ daily lives. (April 2011)
- **Pennsylvania Communication Association Annual Conference**
  - Chair, “Reflections and Best Practices on Communication Praxis.” A panel presentation (Westminster College, October 2011)
  - “Comm Theory 2.0: Reaching Millennials Where They Live. A panel presentation on effectively integrating multimedia and technology into the Communication Theory classroom. (East Stroudsburg University, September 2010)
- **Laurel Highlands Communication Conference / Indiana University of PA, Indiana, PA**
  - “Groups Work: Integrating Technology and Collaboration.” A 30-minute workshop featuring three case studies in team-based learning. (September 2010)
  - “Introducing Virtual Learning Environments: Second Life in Higher Ed.” (September 2009)
- **Gaming in Education Symposium / Hudson Valley Community College, Troy NY**
  - “Immersive VLE’s and the Use of Simulation as a Platform for Understanding 3D Reality.” An introductory workshop on applying role-playing and simulation in Second Life as an interactive learning tool. Co-presented with Dr. Mark Petersen and Lorraine Emerick. (August 2009)

➤ **Center for Excellence in Teaching / Hudson Valley Community College, Troy NY**

- “Groups Work: For You!” A one-hour, hands-on workshop for effectively migrating group work on-ground to the online environment. (Distance Learning Day, June 2010)
- “*Second Life* and Online Learning.” An introduction to *Second Life* as a Virtual Learning Environment. Co-presented with Dr. Mark Petersen and Lorraine Emerick. (Distance Learning Day, June 2009)
- “Maximizing Instructional Media.” A three-hour certificate-track training session for faculty and staff. (February 2009)
- “*Second Life*: Virtual Worlds & the Future of Online Learning” A one-hour conference workshop, co-designed and presented with Mark Petersen. (Faculty Workshop Day 2009)
- “Achieving Excellence: The Blackboard Greenhouse Exemplary Course Program.” A one-hour conference workshop, co-designed and presented with Michael Such. (Distance Learning Day 2008)
- “Conflict Management.” A three-hour certificate-track training session for faculty and staff. (April 2008 and February 2011)
- “How to Fix Anything: Effective Group Problem-Solving.” A three-hour certificate-track training session for faculty and staff. (April 2008)
- “Effective Presentations I & II.” A three-hour certificate-track training session for faculty and staff. (October – November 2007)

➤ **Workforce Development Institute / Hudson Valley Community College, Troy, NY**

- “Group and Interpersonal Communication.” A three-hour corporate training seminar offered on-site to the NY State Department of Education. (November 2006)
- “Handling Angry Phone Calls.” A three-hour corporate training seminar offered on-site to the NY State Department of Motor Vehicles. (November 2005)
- “Effective Presentations.” A three-hour corporate training seminar offered on-site to the NY State Department of Education. (November 2004)

➤ **Capital District Transportation Authority, Albany, NY**

- “Managing Group Problem-Solving.” A 2-hour executive training session for senior staff. (September 2003)

➤ **Shippensburg University, Shippensburg, PA**

- “Generating Non-Traditional Revenue,” A one-hour workshop for Broadcast Advertising and Promotion students. (May 2002)

- **York College of Pennsylvania, York, PA**
  - “Preparing for a Career in Public Relations.” A two-hour career development workshop presented to the college’s Public Relations Student Society of America chapter. (April 2002)
- ***South-Central PA District Lions Club Leadership Conference*, Harrisburg, PA**
  - “Leadership in Action.” A community workshop presented to emerging leaders. (March 2002)
- ***Leadership Lancaster*, Lancaster, PA**
  - “How to Fix Anything: Effective Group Problem-Solving.” A three-hour training session for emerging community leaders. (November 1998)
- ***Pennsylvania Public Transit Association Spring Conference*, Hershey, PA**
  - “Introduction to Marketing.” A one-hour conference workshop on marketing principles and strategies, co-designed and presented with Dr. David Polk. (April 1998)
- ***Association of Junior Leagues International Mid-Atlantic Conference*, Baltimore, MD**
  - “How to Fix Anything: Effective Group Problem-Solving.” A three-hour conference workshop for elected leadership of various chapters. (March 1998)
- ***Community Transit Management Retreat*, York, PA**
  - “Improving Customer Service.” A three-hour facilitated workshop for drivers, mechanics and office staff to establish a working plan for achieving superior customer service. (May 1997)
- ***Rotary Club of York*, York, PA**
  - “Battling the Green Monster: Managing Stagefright.” A 30-minute keynote address. (April 1995)
- ***Institute for International Research “Targeted Radio Advertising and Promotions” National Seminar*, Chicago, IL**
  - “Maximizing Value-Added Opportunities of Local Radio.” A 50-minute conference workshop on maximizing added-value, co-designed and presented with Local Marketing Corp. (1994)
- ***Grove City College Business Forum*, Grove City, PA**
  - “Marketing & Promotion for the Broadcast Industry.” A 20-minute conference-style presentation to undergraduates exploring various career options. (April 1993)

## **PROFESSIONAL DEVELOPMENT:**

- **CITADEL Faculty Development Series**, Robert Morris University: Assessment Strategies, March 2015. Academic Integrity/Onground and Online, Feb. 2015. Effective ePortfolios: Engagement, Best Practices and Continual Improvement, Feb. 2015. Effective Feedback to Students, Feb. 2015.

- **Online & Off-Campus Programs Development Series**, Robert Morris University: Rubric Design, April 2015. Quality Matters: Evolving Standards for Online Courses, Feb. 2015. Online, Course Management, Feb. 2015.
- **Eastern Communication Association Conference**. April 2010 – 2013.
- **Pennsylvania Communication Association Annual Conference**. 2010 - 2012
- **Laurel Highlands Communication Conference**. Indiana, PA. 2009 - 2013.
- **“Gaming in Education Symposium,”** presented by WMHT/Albany and First Playable Productions. 2009, Hudson Valley Community College. 2012, The Sage Colleges. Troy, NY.
- **“Online Course Design,”** presented by the staff of the Online & Off-Campus Program. Robert Morris University, Moon Township, PA.
- **“Faculty Technology Academy I & II,”** presented by the Educational Technology Center. Robert Morris University, Moon Township, PA. August 2007 (I) and May 2009 (II)
- **“Getting to Aha: Teaching Creativity at SUNY” Workshop**. Fashion Institute of Technology, New York, NY. March 31, 2006.
- **“From the Classroom to the Web: Converting your Classroom Course to an Online Asynchronous Environment,”** presented by Alexandra Pickett and Bill Pelz. University at Albany, Albany, NY. February 21-24, 2006
- **Faculty Workshop Day**, Hudson Valley Community College, Troy, NY. March 2003-2006
- **“WebCT Winter Camp.”** University at Albany, January 12-15, 2004
- **“Intensive Blackboard” Workshop**. Hudson Valley Community College, Troy, NY. May 2003.
- **“Beyond Technology: Enabling Student Success in a Student-Centered Learning Environment.”** Faculty Development Workshop, Hudson Valley Community College, Troy, NY. March 17, 2003

## **LEADERSHIP IN COMMUNITY SERVICE:**

### **Junior League of Nashville, Nashville, TN**

- Sustainer (2015 – present)

### **East CAN (Citizens Action Network), Nashville, TN**

- Member (2015 - present)

### **Grove City College Alumni Council, Grove City, PA**

- Chair, Communication Committee (2011 – 2014)
- Member (2007 - present)

**North Allegheny School District, Wexford PA**

**Choral Parents Association**

- Executive Board Member (2013 – 2014)
- Member (2011 - present)

**Post-Prom Executive Committee**

- Publicity Co-Chair (2013 – 2014)

**Senior High Spring Musical**

- Senior Gift Coordinator & Box Office Staff, “Shrek” (2014)
- Publicity Chair & Box Office Staff, “Footloose” (2013)

**Ingomar Franklin Park Athletic Association, Franklin Park, PA**

- Concessions Coordinator (Summers, 2006 – 2010)

**Franklin Elementary PFA, North Allegheny School District, Franklin Park, PA**

- Member, Market Day Committee (September 2006 – June 2007)

**Skano Elementary PTA, Shenendehowa School District, Clifton Park, NY**

- Co-Chair, Back to School Picnic (2003-2006)

**St. George Episcopal Church, Clifton Park, NY**

- Chair, Epiphany Fund Silent Auction (2004 - 2006)

**Junior League of York, York, PA**

- Sustainer of the Year (2001-2002) and President (1999-2000)
- The Gloves Are Off Image Campaign (1997) and In the Spotlight: Speaker Series (1995).

**Onondaga County Winterfest Organizing Committee, Syracuse, NY**

- General Chair (1991); Member (1986-91)

**White Rose Foundation, York County Blind Center and Parents Anonymous of PA, York, PA**

- Member, Board of Directors (various, 1994 – 2003)

***Student Evaluations & Further Documentation  
Available upon Request***