

# Linda D. Simpson, Ph.D.

Eastern Illinois University  
School of Family and Consumer Sciences  
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## Education

**Doctor of Philosophy in Education**, University of Illinois at Urbana-Champaign October, 1994. Family and Consumer Sciences

**Master of Science**, Eastern Illinois University at Charleston, August, 1989.  
Family and Consumer Sciences

**Bachelor of Science**, Eastern Illinois University at Charleston, December, 1983.  
Family and Consumer Sciences

**Certified Online Instructor**, 2003, Learning Resources Network  
Designation was created to serve faculty in higher education that want to gain recognition for their knowledge and skills in the area of online teaching.

**CAEL Prior Learning Assessment Certificate Program**, 2002  
10-week training workshop designed to enhance portfolio assessment

## Professional Experience

**Professor, Eastern Illinois University**, Charleston, IL August, 1997 to present.  
Position involves teaching courses related to consumer studies. Also serve as advisor for the Illinois Association of Family and Consumer Sciences Student Membership Section at both the university and state levels. Serve on departmental and university committees.

**Assistant Professor, Indiana State University**, Terre Haute, IN August, 1995 to August, 1997.  
Position involved teaching courses related to textiles, apparel, and merchandising, perspectives of dress, and quantitative analysis of retailing. Also, conducted research/scholarly activities in the area of consumer behavior, served as coordinator and supervisor of student work experience program, advised for the American Association of Family and Consumer Sciences Student Membership Section at both the university and state levels, served on committees at the department and college levels, served as Program Coordinator for the Textiles, Apparel, and Merchandising Area, student academic advising, and served on Graduate Faculty.

**Teacher, Catlin High School Home Economics, Catlin, IL** March, 1995 to June, 1995.

Substitute for medical leave. Position involved teaching courses in consumer education, child development, housing, introduction to Home Economics, and foods.

**Instructor, Eastern Illinois University, Charleston, IL** August, 1992 to May, 1994.

Temporary position involved teaching courses related to the areas of consumer textiles, fashion and merchandising, social-psychology of clothing, communications, directions in Home Economics, and supervising student internships. Also, served as advisor for the Student Home Economic Association (now called SAFCS) Fashion and Merchandising Concentration, The Council of the Presidents, and served on School and College committees.

**Graduate Assistant, Department of Vocational Education, University of Illinois at Urbana-Champaign** August, 1991 to August, 1992.

Responsibilities included conducting an extensive literature review, writing abstracts of research articles, interviewing institutional researchers from junior colleges on alternative outcome assessment and writing case studies on these colleges for use in an outcome assessment practitioner's guidebook.

**Instructor, Indiana State University, Terre Haute, IN** January, 1992 to May, 1992

Temporary position involved teaching courses in buying and market experience which allowed students to gain hands-on experience in the buying and selling process of merchandise at the Women and Children's Apparel Market held at Indianapolis, IN.

**Graduate Assistant, Division of Consumer Sciences, University of Illinois at Urbana-Champaign** August, 1991 to September, 1991.

Temporary responsibilities included conducting an extensive literature review in retailing, organizing files, and assisting in the preparation of Fall, 1991 courses.

**Graduate Assistant, Department of Vocational Education, University of Illinois at Urbana-Champaign** August, 1989 to June, 1991.

Responsible for selecting and editing manuscripts submitted for publication to the *Illinois Teacher of Home Economics* publication.

**Retail Clothing Store Management, Junior Concept/Abraham Brother, Charleston, IL** March, 1984 to August, 1987.

Responsible for customer relations, merchandising, advertising, personal selling, payroll, personnel relations and scheduling, conducting interview, displaying of merchandise, reconciling cash drawer and depositing funds. Along with instruction and supervision of personal employees, traveled to other stores within the company and instructed managers in sales, management, and displaying techniques.

## Publications

Simpson, L., Berbaum, A., O'Rourke, K., & Taylor, L. (in process). Compulsive buying: The effects of a mother's consumer socialization process.

Simpson, L. (in process). Buyer beware: Frauds and scams. *The Encyclopedia for Consumer Safety*. Deadline for submission – March 2012.

Simpson, L. (in process). Credit cards. *The Encyclopedia for Consumer Safety*. Deadline for submission – March 2012.

Simpson, L. & Dallas, L. (in process). Online vs. F2F classroom. Currently researching Journals to determine a good fit.

Simpson, L. Smith, R., Taylor, L., & Chad, J. (accepted) College debt: An exploratory study of risk factors among college freshmen and its effect on college choice. *Journal of Student Financial Aid*.

Simpson, L., Taylor, L., O'Rourke, K., Shaw, K. (2011). An analysis of consumer behavior on Black Friday. *American International Journal of Contemporary Research*.1(1). Located at <http://www.aijcrnet.com/index.php/current>.

Gibbs, W., Simpson, L. (2008). An analysis of temporal norms in online discussions. *International Journal of Instructional Media*, Volume 35, Number 1.

Simpson, L., (2007). *A Soldier's Story: A collection of memoirs of a Korean War Veteran*. Limited readership.

Simpson, L. & Dallas, L (2008). To Elluminate or Not. *Illinois Online Conference Proceedings*.

Simpson, L. & Dallas, L. (2007) Technology and Group Work: Does it Work? *Illinois Online Conference Proceedings*.

Simpson, L. & Dallas, L.(2007) Turnitin: Staying Ahead of Academic Dishonesty, *Illinois Online Conference Proceedings*.

Simpson, L. & Dallas, L. (2006) Concept Maps in Higher Education, *Illinois Online Conference Proceedings*.

Simpson, L. & Dallas, L. (2006). Academic Integrity in the Online Classroom, *Illinois Online Conference Proceedings*.

Simpson, L. & Dallas, L. (2005) Managing Time Online: A Faculty Perspective. *Illinois Online Conference Proceedings*.

Dallas, L. & Simpson, L. (2005). Time to Talk: Faculty Tactics and Student Perspective in Online Discussion. *Illinois Online Conference Proceedings*.

Simpson, L. & Dallas, L. (2004). Online Assessment. *The Journal for the Liberal Arts and Sciences*, 8(1), 26-28.

Simpson, L. & Dallas, L. (2004). Traditional Course to an Online Course? Where Do I Start? *Stop Surfing Start Teaching Conference Proceedings*

Simpson, L. & Dallas, L. (2004). Assessment: Student and Online Course Evaluation, *Illinois Online Conference Proceedings*.

Simpson, L. & Dallas, L. (2003). Building effective online communities. *International Online Conference on Teaching Online in Higher Education Proceedings*. Available at: <http://www.ipfw.edu/as/tohe/2003/>

Dallas, L. & Simpson, L. (2003). Teaching & technology: Faculty infrastructure support. *International Online Conference on Teaching Online in Higher Education Proceedings*. Available at: <http://www.ipfw.edu/as/tohe/2003>

Gibbs, W. & Simpson, L. (2003). Time of Participation in Online Discussions. *Illinois Online Conference Proceedings*

Simpson, L. & Dallas, L. (2003). Streaming Audio Lectures: Advantages and Disadvantages. *Stop Surfing Start Teaching Conference Proceedings*.

Wayland, J., Simpson, L. and Kemmerer, B. (2003), "Rural Retailing: Understanding the Multi-Channel Outshopper," Association of Collegiate Marketing Educations (ACME), *Advances in Marketing Proceedings*, 2003, pp. 38-47.

Gibbs, W. & Simpson, L. (2002, October). Online discussion boards: Time of participation. *Center for Academic Technology Support Tech Update.*, 1, 4.

Simpson, L. & Dallas, L. (2002). Real presenter: Options and benefits. *International Online Conference on Teaching Online in Higher Education Proceedings*. Available at: <http://www.ipfw.edu/as/tohe/2002/>

Gibbs, W. & Simpson, L. (2002). Online discussion boards: An analysis of student participation. *International Online Conference on Teaching Online in Higher Education Proceedings*. Available at: <http://www.ipfw.edu/as/tohe/2002/>

Simpson, L. & Dallas, L. (2002). Use of online discussion in on-campus courses. *Stop Surfing Start Teaching Conference Proceedings*. Available at: <http://www.rcce.sc.edu/ssst>

Simpson, L. & Dallas, L. (2001). Web-Assisted instruction: A student perspective. *Syllabus 2001 Conference Proceedings*. Available at <http://www.syllabus.com/2001proceedings.htm>

Simpson, L. (2001). Use of online discussion in on-campus courses. *International Online Conference on Teaching Online in Higher Education Proceedings*. Available at: <http://www.ipfw.edu/as/tohe/2001/>

Simpson, L. & Dallas, L. (2001). Web-Enhanced teaching: Advantages of integrating technology into the large lecture course. *Mid-South Instructional Technology Conference Proceedings*. Available: <http://www.mtsu.edu/~itconf>

Simpson, L. & Dallas, L. (2001). Converting a traditional course to an online course. *Stop Surfing Start Teaching Conference Proceedings*. Available at: <http://www.rcce.sc.edu/ssst/>

Simpson, L. (2000). Advantages to learning online: A student perspective. *International Online Conference on Teaching Online in Higher Education Proceedings*. Available at: <http://as1.ipfw.edu/2000tohe/default.htm>

Wayland, J., Simpson, L., Kemmerer, B. (2000) Outshopping by University Students: Usage of Internet and Catalogs in a rural university setting. *Society for Marketing Advances 2000* (p. 35-40).

Simpson, L. & Dallas, L. (2000). Opportunities and challenges associated with internet courses: Faculty and student perspectives. *Syllabus 2000 conference proceedings*. Available at <http://www.syllabus.com/2000proceedings.htm>

Simpson, L, Wayland, J., & Kemmerer, B. (2000). Attitudes of college students toward outshopping vs. local shopping in a rural university community. In L. Fritchie & K. Johnson. *Annual Meeting Research Abstracts of the American Association of Family and Consumer Sciences* (p. 47). Alexandria, VA: American Association of Family and Consumer Sciences.

Simpson, L. & McCallister, P. (1999). Cyberspace marketplace: Opportunities for consumer education. *Journal of Consumer Education*, 17, 27-32.

McCallister, P. & Simpson, L. (1999). Payment methods for clothing purchases by young adult Japanese consumers. In B. Wuest (Ed.), *1999 Annual Meeting Research Abstracts of the American Association of Family and Consumer Sciences* (p. 36). Alexandria, VA: American Association of Family and Consumer Sciences.

Simpson, L. & McCallister, P. (1999). Influences on the clothing selection of college-age Japanese consumers. In B. Wuest (Ed.), *1999 Annual Meeting Research Abstracts of the American Association of Family and Consumer Sciences* (p. 40). Alexandria, VA: American Association of Family and Consumer Sciences.

Simpson, L. (1998). Store attributes as influences on shopping behavior. In N. J. Owens (Ed.), *Proceedings of the Annual Meeting of the International Textile and Apparel Association, Inc.* (p. 74). Monument, CO: International Textile and Apparel Association.

Simpson, L. (1998). Importance of Textiles. In N. J. Owens (Ed.), *Proceedings of the Annual Meeting of the International Textile and Apparel Association, Inc.* (p. 98). Monument, CO: International Textile and Apparel Association.

Simpson, L. & McCallister, P. (1998). College-Age Japanese consumers: Non-store shopping practices for clothing. In N. J. Owens (Ed.), *Proceedings of the Annual Meeting of the International Textile and Apparel Association, Inc.* (p. 46). Monument, CO: International Textile and Apparel Association.

Simpson, L. (1998, May/June). Shopping practices of EIU college students. *Focus: A Publication of the Charleston Area Chamber of Commerce*. (Available from the School of Family and Consumer Sciences, Eastern Illinois University, Charleston, IL 61920).

Simpson, L. & Douglas, S. (1998). Adolescents' purchasing role structure when shopping by catalog for clothing. *Clothing and Textile Research Journal*, 16(2), 98-104.

Simpson, L., Douglas, S., & Schimmel, J. (1998). Tween consumers: Catalog clothing purchase behavior. *Adolescence*, 33(131), 637-644.

Simpson, L. & McCallister, P. (1998). Clothing shopping practices of college-age Japanese consumers. In B. Wuest (Ed.), *1998 Annual Meeting Abstracts of Research American Association of Family and Consumer Sciences* (p. 42). Alexandria, VA: American Association of Family and Consumer Sciences.

Simpson, L. (1997). Problem-Based learning. In N. J. Owens (Ed.), *Proceedings of the Annual Meeting of the International Textile and Apparel Association, Inc.* (p. 116). Monument, CO: International Textile and Apparel Association.

Simpson, L. (1997). Retail buying simulation. In N. J. Owens (Ed.), *Proceedings of the Annual Meeting of the International Textile and Apparel Association, Inc.* (p. 107). Monument, CO: International Textile and Apparel Association.

Simpson, L. & Douglas, S. (1997). Teens and catalogs: Their evaluations, behavior, and education. *The Journal of Consumer Education*, 15, 9-16.

Simpson, L. & Schimmel, J. (1997). Music television: Influence on adolescents' clothing purchase decisions. In B. Wuest (Ed.), *1997 Annual Meeting Abstracts of Research American Association of Family and Consumer Sciences* (p. 50). Alexandria, VA: American Association of Family and Consumer Sciences.

Schimmel, J. & Simpson, L. (1997). Rural adolescents and brand name clothing selection. In Nancy J. Owens (Ed.) *Proceedings of the Annual Meeting of the International Textile and Apparel Association, Inc.* (p. 34), Monument, CO: International Textile and Apparel Association.

Simpson, L. & Douglas, S. (1995). Catalog clothing purchases of adolescents: A consumer socialization perspective. In S. Lennon (Ed.), *Abstracts of Research 1995 Annual Meeting for the American Association of Family and Consumer Sciences* (p. 110). Alexandria, VA: American Association of Family and Consumer Sciences.

Simpson, L. & Douglas, S. (1994). Adolescents' catalog purchasing patterns for clothing. In C. Ladisch (Ed.), *Proceedings of the International Textile and Apparel Association, Inc.* (p. 144). Monument, CO: International Textile and Apparel Association, Inc.

Simpson, L. & Lakner, H. B. (1993). Perceived risk and mail order shopping for apparel. *Journal of Consumer Studies and Home Economics*, 17, 377-389.

Simpson, L. & Buckley, H. M. (1991). Perceived risks of apparel catalog shoppers. In P. Horridge (Ed.), *International Textile and Apparel Association Proceedings* (p. 184). Monument, CO: International Textile and Apparel Association, Inc.

Hubbard, M. L., & Simpson, L. (1989). Influences on selection of preschool children's clothing. *American Home Economics Association Annual Meeting Research Abstracts*, 85.

## Awards and Honors

### **Achievement and Contribution Awards – Eastern Illinois University**

**2010-2011** Service category

**2006-2007** Service category

**2005-2006** Teaching category

**2004-2005** Balanced category

**2003-2004** Teaching category

**2000-2001** Service category

**1997-1998** Research category

### **2010 Rodney S. Ranes Graduate Faculty Mentor Award Nominee**

**Faculty Mentor (Thesis Advisor) – Master's Thesis Award of Excellence in the Lumpkin College Business and Applied Sciences, spring 2010**

**2010 Graduate Showcase – Financial Health Education series was selected to be presented**

**Excellence in the Use of Technology Award**, August, 2003, Eastern Illinois University

**Recognition of Service to Technology Enhanced and Delivered Education, 2001**  
Eastern Illinois University

**Outstanding Achievement in Technology Award, 2001** (First recipient of this award)  
School of Adult and Continuing Education, Eastern Illinois University

**Recognition of Scholarly Achievement, 2001**  
Lumpkin College of Business and Applied Sciences, Eastern Illinois University

**Outstanding Professor, School of Family and Consumer Sciences, 2000**  
Selected by the Dean's Student Advisory Council  
Lumpkin College of Business and Applied Sciences, Eastern Illinois University

**Recognition of Scholarly Achievement, 2000**  
Lumpkin College of Business and Applied Sciences, Eastern Illinois University

**Research/Scholarly Released Time Award, Spring, 1998**  
School of Family and Consumer Sciences, Eastern Illinois University

**Professional Improvement Award through the Illinois Home Economics Association, 1992**

**Charleston Business and Professional Women Scholarship, 1988**

<b>Grant Activity</b>
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**Lumpkin College of Business and Applied Sciences Research/Creative Activity Grant, 2011-2012, *Connecting Professionals: Leadership in Action.***

**Faculty Development Grant, Eastern Illinois University - 2011**

**Lumpkin College of Business and Applied Sciences Faculty Award for Interdisciplinary Research, 2011-2012. *Curriculum Development across the Disciplines***

**Graduate Research Assistantships**

Summer 2007, 2004, 2003, and 2002

Competitive grant competition to receive research support

**Faculty Mini-Grant Awards, Eastern Illinois University**

February, 2004

February, 1999

February, 1998

**Technology Grants, Eastern Illinois University**

PIE Grant Recipient, Spring, 2005

Total \$5,000.00

Title: Digital Faculty: Where are we Headed?

TEAM Grant, Fall, 03

Total: \$1,000.00

Title: Stop Surfing, Start Teaching: A Professional Development Opportunity

**Technology-Enhanced and Delivered Education Grants**

Spring, 2003 Awarded 2 grants in this competition totaling 7842.00

Grant Titles:

Certified Online Instructor Designation

Expanded Technology Enhancements for Online and On-Campus Courses

**Technology-Enhanced and Delivered Education Grants**

Fall, 2002 Awarded 2 grants in this competition totaling \$7,289.00

Grant titles:

Professional Development: A Key to Effective Online Instruction

Teaching/Technology Updates: A Crucial Task

### Technology-Enhanced and Delivered Education Grants

Spring, 2001, Awarded 3 grants in this competition totaling \$6,600.00

Grant titles:

Teaching Online: An Online Course for Faculty

From Conference to Cyberspace: Enhancing the Learning Environment

Time + Teaching + Technology = Students First

### **Redden Grant for the Improvement of Undergraduate Research**, Eastern Illinois University

Fall 2011 Total: \$1,500.00

Fall, 2004 Total: \$300.00

Fall, 2003 Total: \$635.00

Spring, 2000 Total: \$1,500.00

### **Winkleblack Family Funds**, Eastern Illinois University

Fall, 2011

Total: \$1,875

Title: From Fiber to Consumer

Spring, 2006, 2007, 2008

Total: \$2,228.10

Title: Get Outta My Way: An Analysis of Shopping Behavior on Black Friday

Spring, 2006

Total: \$643.17

Title: Gambling: Just How Bad Is It?

Spring, 2002

Total: \$1,234.37

Title: Pedagogical Enhancements: Technological and Visual Approaches

Spring, 1999, partial funding; 2000, full funding

Retail Patronage in Rural Illinois: An Investigation of Local Purchasing and Outshopping

Purpose: Conduct a community survey in relation to retail patronage Total: \$1,430

**Life Management Skills** – 1997, served as Co-Director/Instructor

Funding Agency: Western Indiana Private Industry Council, Inc., dba/Western Indiana

Employment and Training Services

Purpose: Provided life management skills training to economically disadvantaged youth, ages 14-21

Total: \$15,572.25

## Professional Presentations

Back in black: A study of shopping behavior on Black Friday, under review, American Association of Family and Consumer Sciences Annual Conference, June, 2012

Consumer socialization: The relationship with compulsive buying behavior, under review, American Association of Family and Consumer Sciences, June, 2012

Interviewing Strategies for New Professionals, under review, American Association of Family and Consumer Sciences, June 2012.

The Older Consumer: Implications for Marketers, Retailers, and Caregivers, Governor's Conference on Aging, December, 2011

Compulsive Buying Behavior, Illinois Consumer Education Association, November, 2011

College Student Loans: Factors Related to Knowledge and Loan Debt, Illinois Consumer Education Association, November, 2011

Budget and Debt Management Workshops

Family and Consumer Sciences webinar, March, 2011

Illinois Coalition for Community Services, October 6, 2011

Academy for Lifetime Learning, November 10, 2011

*Strategic Goal Setting Initiatives Workshops*

Academy of Lifetime Learning, Eastern Illinois University, October 13, 2011

Smart Women, Smart Money Conference, Springfield, IL , Sponsored by the Illinois State Treasurer's Office, June, 2011

Purdue University-Nutrition Education Programs, Turkey Run State Park, May, 2011

Academy of Lifetime Learning, Eastern Illinois University, February, 2011

Walt Disney World College Program + FCS Academic Credit, Spring, 2011; Fall, 2011

WebCT 2.0 Tools, Faculty Summer Institute, University of Illinois, May 17, 2010.

Learning Styles: Just how do you Reach All Students? Faculty Summer Institute, 2009. University of Illinois, May 19, 2009.

Black Friday Research presentations (assisted with presentation preparation, may have been presented by co-researcher or undergraduate/graduate students):

American Association of Family and Consumer Sciences, Milwaukee, WI, June 2008

Illinois Association of Family and Consumer Sciences, Chicago, IL, February 2009

Illinois Council on Family Relations, Champaign, IL, April 2008

Eastern Illinois University Board of Trustees Meeting, November 21, 2008

Publishing Scholars and Creative Works Recognition Reception, October 8, 2008

To Elluminate or Not. Illinois Online Conference, Spring 2008

Technology and Group Work: Does it Work? Illinois Online Conference, Spring 2007

Turnitin: Staying Ahead of Academic Dishonesty, Illinois Online Conference, Spring 2007

Using Technology for Student Engagement in Asynchronous Learning. Faculty Summer Institute 2007, University of Illinois at Urbana Champaign, May 14-17, 2007

Teaching Online? Do It Right the First Time, Faculty Summer Institute 2006, University of Illinois at Urbana Champaign, May 22-25, 2006

Financial Planning Throughout the Life Cycle, Keynote Speaker, Family and Consumer Sciences/Master's in Gerontology Conference, Eastern Illinois University, March 4, 2006.

Concept Maps in Higher Education, Illinois Online Conference, Spring 2006

Academic Integrity in the Online Classroom,, Illinois Online Conference, Spring 2006

Impact of Technology on Families, Indiana Association of Family and Consumer Sciences 2005 Annual Meeting, November 10, 2005.

Changing Technology and its Impact on Families and Consumers in a Global Society, World Association for Case Method Research and Application, July 3-6, 2005.

Managing Time Online: A Faculty Perspective. Illinois Online Conference, February 16-18, 2005

Time to Talk: Faculty Tactics and Student Perspective in Online Discussion. Illinois Online Conference, February 16-18, 2005

Stop Surfing, Start Teaching, Eastern Illinois University, Lumpkin College of Business and Applied Sciences TEAM Grant presentation, November, 9, 2004.

Opportunities and Challenges of Using Technology in the Classroom, Eastern Illinois University Graduate Student Professional Development Session, September 1, 2004.

Change: The Impact of Technology on Families and Consumers, American Association of Family and Consumer Sciences annual meeting, San Diego, CA, June 26-29, 2004.

Effective use of a Course Web Site and WebCT in a F2F Classroom. Showcase of Technology Use in the Classroom to Enhance Instruction. Eastern Illinois University, April 15, 2004

Traditional Course to an Online Course? Where Do I Start? Stop Surfing and Start Teaching 2004 National Conference, Orlando, FL March 14-17, 2004

Technology Through the Lifespan, Family Resiliency Across the Lifespan Conference, Eastern Illinois University, March 12, 2004

Assessment: Student and Online Course Evaluation, Illinois Online Conference, February 18, 2004

Technology and Us: Impact on Families and Consumers, Illinois Association of Family and Consumer Sciences Annual Conference, Hoffman Estates, IL November 21-22, 2003.

Building effective online communities. International Online Conference on Teaching Online in Higher Education, Virtual Conference, November 11-13, 2003

Teaching & technology: Faculty infrastructure support. International Online Conference on Teaching Online in Higher Education, Virtual Conference, November 11-13, 2003

Time of Participation in Online Discussions. Illinois Online Conference, February 28, 2003

Streaming Audio Lectures: Advantages and Disadvantages, Stop Surfing Start Teaching Conference. February 12-14, 2003

Real presenter: Options and benefits, International Online Conference on Teaching Online in Higher Education, Virtual Conference, November 12-14, 2002

Teaching with Technology, Illinois Association of Family and Consumer Sciences 2002 Annual Meeting, University of Illinois at Champaign/Urbana, November 22-23, 2002

Online discussion boards: An analysis of student participation, International Online Conference on Teaching Online in Higher Education, Virtual Conference, November 12-14, 2002

Use of online discussion in on-campus courses, Stop Surfing and Start Teaching 2002 National Conference, Myrtle Beach, SC, February 9-12, 2002

Use of online discussion in on-campus courses, International Online Conference on Teaching Online in Higher Education, Virtual Conference, November 12-14, 2001

Using WebCT threaded discussions and the assignment box for large classes, Featured speaker for brown bag lunch session, Eastern Illinois University, November 16, 2001

Web-Assisted instruction: A student perspective, Syllabus 2001 Technology Conference, Santa Clara, CA, July 20-24, 2001

Web-Enhanced teaching: Advantages of integrating technology into the lecture course, 2001 Mid-South Instructional Technology Conference, Murfreesboro, TN, April 8-10, 2001

Converting a traditional course to an online course, Stop Surfing and Start Teaching 2001 National Conference, Myrtle Beach, SC, February 11-14, 2001

Teaching in cyberspace, Illinois Association of Family and Consumer Sciences annual meeting Oak Brook, IL, October 6, 2000

Opportunities and challenges associated with internet courses: Faculty and student perspectives, Syllabus 2000, Santa Clara, CA, July 22-28, 2000

The virtual classroom, School of Family and Consumer Sciences Advisory Council, Eastern Illinois University, Charleston, IL, October 28, 1999

Influences on the clothing selection of college-age Japanese consumers, American Association of Family and Consumer Sciences annual meeting, Seattle, WA, June 26-29, 1999

Japanese consumers: Impact on the global economy, American Association of Family and Consumer Sciences annual meeting, Seattle, WA, June 26-29, 1999

Store attributes as influences on shopping behavior, International Textile and Apparel Association annual meeting, Dallas, TX, November 18-21, 1998

College-Age Japanese consumers: Non-store shopping practices for clothing, International Textile and Apparel Association annual meeting, Dallas, TX, November 18-21, 1998  
Importance of textiles, International Textile and Apparel Association annual meeting, Dallas, TX, Creative teaching and curriculum strategies, November 18-21, 1998

Clothing shopping practices of college-age Japanese consumers, American Association of Family and Consumer Sciences annual meeting Atlanta, GA, June 27-30, 1998

Rural adolescents and brand name clothing selection, International Textile and Apparel Association annual meeting, Knoxville, TN, November 12-15, 1997

Problem-Based learning, International Textile and Apparel Association annual meeting, Knoxville, TN, November 12-15, 1997

Retail buying simulation, International Textile and Apparel Association annual meeting, Knoxville, TN, November 12-15, 1997

Music television: Influence on adolescents' clothing purchase decisions, American Association of Family and Consumer Sciences annual meeting, Washington, DC, June 21-25, 1997

MTV: Influence on rural adolescents' clothing purchase decisions, Indiana Association of Family and Consumer Sciences annual meeting, Purdue University, West Lafayette, IN, April 11-12, 1997

Children as consumers, Indiana Association of Family and Consumer Sciences, Indiana State University, Terre Haute, IN, October 10, 1996

Image and professional dress, Department of Family and Consumer Sciences, Indiana State University, Terre Haute, IN, September 27, 1996

Children and consumer fraud, Consumer Fraud, academic credit workshop, Eastern Illinois University, Charleston, IL, School of Family and Consumer Sciences, July 27, 1996

Adolescents' purchase behavior in catalog clothing shopping, Indiana Association of Family and Consumer Sciences annual meeting, Vincennes, IN, April 12-13, 1996

Catalog clothing purchases of adolescents: A consumer socialization perspective, American Association of Family and Consumer Sciences annual meeting, New Orleans, LA, June 24-28, 1995

Consumer socialization, Keynote speaker, Children and Teens as Consumers, academic credit workshop, Eastern Illinois University, Charleston, IL, School of Family and Consumer Sciences June, 1994 and June, 1995

## **Courses Taught**

Consumer Education (online and F2F formats)  
Consumer Textiles  
Consumer Issues  
Consumer and Management Problems of Older People (online course)

Current Issues and Trends (online course)  
 Disney College Program - Independent Study  
 Family Budgeting and Debt Management  
 Research Methods

## Consulting Experience

### Advisory Councils

Advisory Council on Financial Education and Literacy, Invited by the Illinois State Treasurer's Office, Dan Rutherford, 2011-present.

Coalition for People in Need – Advisory Council Member and Interviewer  
 Serve as an interviewer for clients requiring emergency financial assistance. As an Advisory Council member, review and audit the budget and determine goals of the Coalition.

### Panelist

Selected to participate in a survey panel entitled *Coming to Consensus: A Delphi Study to Identify the Personal Finance Core Competencies for Undergraduate College Students, Student Education Loan Recipients, and First Generation Students*. The study was designed to identify the personal finance core competencies necessary for college students.

### Consumer Behavior

#### **Multi-Disciplinary Certificate Program in Geriatrics for Non-Physicians**

#### **Baby Boomers: Consumer Behavior, February 29, 2008**

Senior Consumer Behavior, April 23, 2004

Elderly consumers: What are the hot buttons, April 9, 2001

Elderly consumer behavior: Effective marketing strategies, April, 2000

### Reviewer

American Association of Family and Consumer Sciences

Research Abstracts, 1998-2004, 2010 and 2011

*Journal of Research for Consumers*, 2006 - present

*International Journal of Consumer Studies* 2006 – present

*Journal of Consumer Education*, 1998-present

*Resource Management for Individuals and Families*, 2<sup>nd</sup> Edition

*Clothing and Textiles Research Journal*, 1998-2001

International Textile and Apparel Association,

Creative Teaching and Curriculum Abstracts, 1998-2001

Research Abstracts, 1998-2001

### Consultant: Teaching with Technology

Human Environmental Studies, Southeast Missouri State University

Cape Girardeau, MO, 2003-2004

Workforce Education & Development, Southern Illinois University, Carbondale, IL, 2001

## **Professional Development** (since 1997)

Illinois Consumer Education Association Annual Conference, Fall 2011

Governor's Conference on Aging, Fall, 2011.

American Association of Family and Consumer Sciences Leadership Webinar Series:  
Facilitating Leadership, 9/23/2011  
Becoming an Effective Leader within AAFCS, 9/20/2011  
Introduction to Leadership within AAFCS, 9/19/2011

How to Detect & Prevent Plagiarism in the Online Classroom, 2011.

TECnet Training - 2008

All Things iPod- Fall, 2007

Coordinated and sponsored a study abroad experience to Florence Italy, March 2005  
Attended the Apicius Culinary Institute

Attended Etiquette Dinner sponsored by the School of Family and Consumer Sciences,  
2003, 2004, 2005

Wired Nextfest Conference, Chicago, IL, June 23, 2005

State of Illinois Ethics Training Program for University Employees, October 18, 2004

American Association of Family and Consumer Sciences Annual Meetings:  
San Diego, CA 2004  
Chicago, IL, 2000  
Seattle, WA, 1999  
Atlanta, GA, 1998  
Washington, DC, 1997

Illinois Association of Family and Consumer Sciences Annual Meeting, Hoffman Estates, IL  
2004.

The Art of Employing a Rubric, Eastern Illinois University, October 31, 2003

International Online Conference on Teaching Online in Higher Education  
November 2004, 2003, 2002, 2001, 2000

Illinois Online Conference, February 2005, 2004, 2003

Stop Surfing Start Teaching Technology Conference  
Orlando, FL, March, 2004  
Las Vegas, February, 2003  
Myrtle Beach, NC, February, 2001 and 2002

Syllabus 2000 and 2001 technology conferences, Santa Clara, CA

Mid-South Instructional Technology Conference, Murfreesboro, TN, 2001

WebCT Workshop, technology training, 2000

American Association for Higher Education, New Orleans, LA, 2000

Illinois Prairie for Higher Education Consortium, Parkland College, 1999

International Textile and Apparel Association Annual Meetings:

Dallas TX, 1998

Knoxville, 1997

Multi Media Presentation, Mr. John Looby, Chief Instructional Media Services Engineer,  
1998

Seven Habits of Highly Effective People workshop, 1998

Eudora Workshop, School of Family and Consumer Sciences, Eastern Illinois University,  
October 30, 1997

## Professional Associations

**American Association of Family and Consumer Sciences**, 1992-present

Advisor - Student Association of Family and Consumer Sciences, Eastern Illinois  
University, 1992-1994; 1997-present

Advisor - Student Membership Section for Indiana State University, 1995-1997

**Illinois Consumer Education Association**, 1992-1994; 1997-present

Board of Directors, 1993-1994

*Journal of Consumer Education* Editorial Board Member, 1997-present

Newsletter Editor, 1993-1994

Program Planning Committee, 1994

**Illinois Family and Consumer Sciences Association**, 1992--present

President, 2000-2001

President-elect, 1998-1999

Advisor, Pre-professional/Graduate Student, 1997-2005

Board member, 1997-2005

## Service

### University Service Accreditation

NCA Accreditation Self-Study, Criterion Four Subcommittee Chair,  
Eastern Illinois University, VPAA Appointment  
(Acquisition, Discovery, and Application of Knowledge) 2003-2005

School of Family and Consumer Sciences, Eastern Illinois University, 1992, 2002 and 2012

School of Family and Consumer Sciences, Indiana State University, 1996

### Search Committees

Lumpkin College of Business and Applied Sciences Dean, 2010-2011

School of Family and Consumer Sciences Personnel Committee – 2009-present

Apparel/ Merchandising and Textiles Design, 2009 - Chair

Consumer Studies, 2010 – Chair

Family Services, 2011

Director of Marketing and Promotions, Athletics, 2005

Head Women's Basketball Coach, Chair, 2004

Lumpkin College of Business and Applied Sciences Dean, 2001-2002 and 2010-2011

Vice President for Academic Affairs, 2000-2001

### Financial Health Education Center

Developed and coordinated the Center. Served as the advisor for a graduate students' position which provided financial education to students

### University Committees

**Council on Graduate Studies** – elected 1998

Chair: 2000-2001

Vice Chair: 1999-2000

Subcommittees:

Faculty Fall Forum on Technology, 2000

Standard Award Committees, 2000-2001:

Williams Travel Award

Graduate School Research/Creative Activity Award

Scholarship Award

Distinguished Thesis Award

Student Appeals Committee, 2000-2001

Certificates Committee, 2000-2001

Graduate Thesis Manual Revision Committee, 1998

**Campus Recreation Board**, 1998-1999

**Distinguished Faculty Award Selection Committee**, Presidential Appointee, 2000

**Enrollment Management Advisory Committee**, 1998-1999

**Intercollegiate Athletic Board**, 2003-2006, Elected Vice Chair, 2004-2005

**International Education Council**, 2009-2011

**Naming Committee**, changing the name of Lantz Gymnasium, 2001

**Online Learning** Ad-Hoc committee, 2011-2012

**Panther Club Board of Directors, 2006-2011**

**School of Continuing Education Advisory Council, 2002**

**Technology Enhanced and Delivered Education Steering Committee, 2000-2001**

The purpose of the steering committee was to develop an organizational model for a Center for Academic Technology Support. The Center was designed to provide Eastern Illinois University with comprehensive services in the design, development, implementation, and evaluation of technology-enhanced materials in support of courses and programs. A competitive grant competition for technology use by faculty and staff was developed by the committee.

**Textbook Advisory Board, 1998-2000**

**Reader – Writing Competency Exam, 1998-present**

Writing Competency Exam Scoring Conference, 1998

### **Lumpkin College of Business and Applied Sciences Service**

TEAM Planning, Implementation and Innovation (PIE) Committee, 2004

LCBAS Technology Committee, 2007

LCBAS Ad-Hoc Technology Committee, 2008

### **School of Family and Consumer Sciences Service**

**Eastern Illinois University Open House recruitment 2005**

**Faculty Awards Committee, Chairperson, 1997-1998**

**First Choice status committee/FCS Graduate Program, 2010-present**

**Graduate Committee, Graduate Student Advisor, 1997-2008**

**Honors Committee, 1997-1998**

**Personnel Committee, 2000-2005 (Chair 2001); 2008-2011 (Chair, 2011)**

**Program Area Coordinator – 2009-present**

**Research/Scholarly Committee-Chairperson, 1997-1999**

**Scholarship/Awards Committee- Chairperson, 1998-present**

**Social Committee – Chair 2010-present**

**Student Association of Family and Consumer Sciences, Advisor, 1997-present**

**Telefund – Telephone solicitation for monetary contribution, volunteer every year 1999-present**

### **Community Service**

**Salisbury Church, Charleston, IL – Stewardship Committee and CORE**

CORE Weekend participant – volunteer for community outreach, 2011

Stewardship Committee – Develop operating budget – 2009-present

Provide financial education to residents living in a home supported by the Salisbury Church

Served as the Major Events Director for a funding campaign to purchase a new building.

**Benefit Organizer:** Benefit for a local 25-year-old Charleston resident (Kyle) undergoing a liver transplant.

I served as the lead organizer for the benefit which included coordinating a silent auction, live auction, male “celebrity” cake auction, entertainment, and food. Also recruited and organized all volunteers as well as all marketing and promotions for the benefit. I handled all logistics for the evening in preparing the event schedule, silent auction procedures, venue setup, questions, etc. Sent out numerous letters and secured autographed memorabilia from professional athletes, trips, tickets to various events,

restaurant gift certificates, etc. I wrote a script for the emcee (who I recruited) to follow during the event as well as prepared a PPT presentation that included music and other enhancements. Over \$21,000 was raised.

### **A Soldier's Story**

Assisted my dad with writing, editing, and self-publishing his Korean War memoirs. The book contained over 100 colored photos with captions and stories related to his war experiences. The service component of this project includes donating copies of the completed book to the Korean War Museum in Tuscola, IL (soon to be moved to Springfield, IL), the Center for the Study of the Korean War in Independence, MO, the Army Corps of Engineers archives in Washington, DC, local libraries, VFW's, nursing homes, and schools.

**Habitat for Humanity**, Served as a partner family to new owners of Habitat House in the Charleston, IL community. 2007-2008

**Trojan Booster Club Board Member 2006-2010** Served as a key leader for these projects and annual events: Trojan Golf Outing, spaghetti supper, Trojan BBQ, fundraising, scholarship awards, and monthly meetings

**Welcome to the Real World simulation facilitator**, held at Lake Land College October 4, 2006, University of Illinois Cooperative Extension

### **Cal Ripken 12-Year Old Baseball Tournament**

Served as a host family for two Korean boys

### **Charleston Middle School**

Spring, 04 - Spoke to two different classes on two separate occasions on setting future goals and saving for college at the middle school for the Illinois Coalition for Community Services.

Spring, 2000 and 2001 - Spoke to middle school students concerning the history and future of consumer behavior for a Millennium 2000 project,

### **Charleston Area of Chamber of Commerce**

Retail Development Committee

Small Business Development Conference, 1998, 1999

Conducted an extensive retail trade analysis for the community. Coordinated 3 focus panels, telephone survey, and mailed survey, 2000-2001

### **Christmas in the Heart of Charleston**

Committee member - responsible for fundraising and live window display settings. Incorporated student involvement to participate in this community event. December 1998, 1999, 2000

### **Coles County 4-H, Charleston, IL; Moultrie-Douglas 4-H, Arthur, IL, Judge**

Judged clothing purchases and construction, July, 1993, 1995, 1996, 1997, 1998, 1999, 2003

## **Research Interests**

Black Friday shoppers  
Consumer behavior  
Consumer Socialization  
Teaching and learning with technology  
Consumer fraud