

Timothy G. Krause, Ph.D.

Computing and New Media Technologies
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EDUCATION

Doctor of Philosophy (2008), Purdue University; English

Dissertation: *Strategic Web Design: Practice and Peril in User-centered Web Design*

Master of Arts, (1993), St. Cloud State University; English

Thesis: *Designing an English Equivalency Program*

Bachelor of Science (1991), St. John's University, Collegeville, MN; Accounting

PROFESSIONAL EXPERIENCE

Chairperson: Computing and New Media Technologies (CNMT), University of Wisconsin – Stevens Point. Supervise staff of 13 and manage a budget of approx. \$700,000 (July 2014 – Present, Summer 2008)

Associate Professor: CNMT, University of Wisconsin – Stevens Point. (2013 – Date)

Assistant Professor: CNMT, University of Wisconsin – Stevens Point. (2007 – 2013)

Lecturer: CNMT, University of Wisconsin – Stevens Point (2006 – 2007)

Academic Literacies Specialist: Tutoring-Learning Center, University of Wisconsin – Stevens Point (2005 – 2007)

Search Engine Analyst: Google (Summer 2007)

Graduate Community Faculty: Metropolitan State University (2003-2005)

Director: Cargill. Supervised staff of 4 and managed Web design project budgets up to \$650,000 (2002-2005)

Director: United Health Group. Oversaw design and implementation of first-in-kind interactive medical decision support applications; designed and managed usability lab (2001-2002)

Director: AgriStar International. Designed and managed first-in-kind interactive decision support applications for crop, dairy and livestock farmers (1999-2001)

Electronic Communication Specialist: Cargill. Managed \$75,000 site redesign, produced 3 corporate videos and provided content for intranet sites (1997-1999)

Interim Co-Director, Business Writing: Purdue University. Recruited, trained and mentored more than 24 part-time business writing instructors (1996-1997)

Graduate Assistant: Purdue University. (1993-1996)

Graduate Assistant: St. Cloud State University (1991-1993)

AWARDS AND HONORS

Nominated for Teaching Excellence Award by SGA	Spring 2010
Exemplar Award, Departmental award for Cargill/IMC Merger Web site	2005
Cargill.com #5, consumer food Web sites by Customer Respect Group	2005
DirectAg.com (Agristar) #1 in customer experience, Promar	2001
Top 200 B2B sites, <i>Forbes Magazine</i>	2001
DirectAg.com #1 in agriculture, Doane Interactive	2001
<i>Who's Who in America</i>	1999 – 2012
The Honor Society of Phi Kappa Phi	1996 – Date
Excellence in Teaching Recognition, Business Writing (6 semesters)	1994 – 1996

ADMINISTRATIVE POSITIONS AND COMMITTEE WORK – UNIVERSITY

Member, Faculty Senate (two terms)	2010 – Date
Member, Director of Admissions, Search and Screen	2013 – 2014
Member, Business Automation Specialist, Search and Screen	Summer 2013
Member, BAS in Organizational Leadership Taskforce	2013 – Date
Member, Provost/Vice Chancellor for Academic Affairs, Search & Screen	2012 – 2013
Chair, General Education Director, Search and Screen	Summer 2012
Member, University Technology Committee	2011 – 2012
Participant, Online Learning Faculty Learning Circle	2011 – 2012
Participant, Assessment Planning Workshops	Spring 2011
Member, L&S Associate Dean Search and Screen Committee	Spring 2010
Member, Tutoring-Learning Center Director Search and Screen Committee	Spring 2010
Co-organizer and presenter, Critical Thinking Conference	Fall 2009
Participant, Inclusive Excellence Workshop	Fall 2009
Participant, First Year Experience Workshop, Northern Illinois Univ.	Fall 2009
Member, 2% Technology Fee Committee	2008 – 2009
Co-Leader, Reading Circle, Service Learning	2008 – 2009
Co-organizer and facilitator, Service-Learning Conference	2008
Member, Service Learning Committee	2007 – 2009
Phi Kappa Phi Executive Committee	2005 – 2012
Facilitator, The Teaching Commons Approach to Engaged Teaching and Learning, Conference, UWSP	2006

ADMINISTRATIVE POSITIONS AND COMMITTEE WORK – DEPARTMENTAL

Member, Personnel Committee	2013 – Date
Member, Hiring Committees (seven searches)	2013 - Date
Chair, CNMT Curriculum Committee (three terms)	2006 – Date
Member, Handbook Committee (two terms)	2011 – 2013
Member, Nominating Committee (three terms)	2010 – Date
Chair, Hiring Committee (two searches)	2011 – Date
Member, Assessment Committee	2012 – 2013
Member, Academic Department Associate, Search & Screen	Spring 2012
Organizer, "Community-Based Projects with MIT", Panel Discussion	Fall 2010
Advisor, ViewPoint Days	2008 – Date
Faculty Advisor, AITP, Student Chapter	2008 – Date
Member, CNMT Search and Screen Committee, CIS Position	Fall 2009
Organizer, "Open Source Matters" Presentation with Wilco Jansen	Oct. 9, 2009
Organizer, "Marketing in Second Life" Presentation with Richard Norby	Spring 2008
Member, CNMT Merit Committee	2008 – 2009
Member, WDMD Curriculum Committee	2006 – 2009
Member, Search and Screen Committee, Assistive Technologies Position	2007 – 2008

INSTITUTIONAL INITIATIVES

Member, Healthy Communities Advisory Council	2012 – Date
Member, Mobile App Development, AdHoc Committee	2012 – 2013
Strategic Planning, Resources Subcommittee	Spring 2011
Member, Prior Learning Assessment Committee	2010 – 2013
Member, First Year Seminar Committee	2009 – 2013
Facilitator, UWSP Annual Teaching Conference	Spring 2009
Participant, Authentic Assessment Workshop, UW-Green Bay	Spring 2009
Participant, Civic Engagement in STEM Classrooms, UW – Parkside	Spring 2009
Participant, Prior Learning Assessment Workshop, UW – Waukesha	Spring 2009
Participant, Leadership Executive Series	Fall 2008

PEER-REVIEWED PUBLICATIONS AND PROCEEDINGS

"Integrating Technology with Service-Learning and Civic Engagement." In *Service-Learning and Civic Engagement*. O. Delano-Oriaran, M.W. Parks and S. Fondrie, Eds. Sage Publications. (Forthcoming: 2015).

"Using Simulation to Teach Project Management in the Professional Writing Classroom" (May 2010) *The Writing Instructor*, <http://www.writinginstructor.com/krause/> [ERIC: EJ890598].

"Facilitating Team-Work with Lean Six Sigma and Web-based Technology" (March 2009) *Business Communication Quarterly*, 72 (1), pp. 84-90, DOI: 10.1177/1054773804271935.

[Review of the book *Communicating Design: Developing Web Site Documentation for Design and Planning*].(January 2009) *Journal of Business and Technical Communication*, 23(1), pp.114-117.

"Real-Life (RL) Experiences with Second Life(SL): Participatory Learning as a Means for Increasing Student Engagement and Retention." Proceedings of Computers and Writing Online, Feb. 22-26, 2008, University of Wisconsin – Stout.
(<http://uwstout.edu/ntlc/OnCampusOpportunities/upload/SharingCommunitiesTeaching-in-Secondlife.pdf>)

Wired Resumes. (2000, 1999). Thomson, Cincinnati, OH. [**Textbook, two editions**]

"Preparing an Online Resume," *Business Communication Quarterly* 60.1 (March 1997): 159-61.

"The Renegade Web Master," *Professional Writing Online*, (1997) Porter, Sullivan and Johnson-Eilola, Pearson.

"Surveying the Body Electric: or Transforming Audience and E-valuation," *Kairos* 1.3 (Fall 1996): np.

"Mapping Ecash: Using the WWW to Teach Business Writing," *Kairos* 1.1 (Spring 1996): np.

PRESENTATIONS

"Navigating the Social Media and Mobile Development Waters." Central Wisconsin Social Media Conference. March 2, 2013.

"Engaging First-Generation College Students in Computer Information Systems and Web Development." UW System Women & Science Program, Wisconsin Dells, May 17, 2012.

"Android App Inventor as a Recruiting and Retention Tool." STEMtech, Indianapolis, Oct. 3, 2011. Online at: <http://www.scctv.net/league-dl/ppt/STEMtech2011/319.pptx>

"Rapid Usability Testing for Small-Scale Web Design Projects." World Usability Day, Marshfield Foundation, Nov. 11, 2010.

"Developing Professional Communication Skills Through Community-Based Work." Association for Business Communication National Conference, Chicago, Ill. Oct. 29, 2010.

Presentations - Continued

"User-Centered and Participatory Design Case Studies." With A. Damle. World Usability Day, Marshfield, WI, Nov. 12, 2009.

"What's in Social Networking for Me?" with K. Keller, M. Knowles & K. Davis. APCC Consulting Institute, Portsmouth VA, Nov. 5, 2009.

"Technology-facilitated Project Management in Business Writing Courses." Association for Business Communication National Conference, Portsmouth VA, Nov. 4, 2009.

"Service Learning as an Adult Recruitment and Retention Tool." Adult Recruitment and Retention Conference, UW-Madison, Oct. 26, 2009.

"Project Management in Communication Courses." Wisconsin Statewide Communication Conference, UW-Stevens Point, Oct. 9, 2009.

"Negotiating Virtual Communication in Second Life: Implications for Instructors." Wisconsin Statewide Communication Conference, UW-Stevens Point, Oct. 9, 2009.

"Incorporating Second Life Into the Curriculum." Best Practices in Science, Math and Engineering Teaching Conference, UW-Baraboo, May 29, 2008.

"Service Learning: Introducing Students to the Changing Reality of Professional Life." Conference on College Composition and Communication, New Orleans, April 3, 2008.

"New Technology for Communication Consultants." Association for Professional Communication Consultants Institute, Washington, DC, Oct. 11, 2007.

"Quantifying Design: Service-Learning in a Second-year Web Development and Design Course," Best Practices in Science, Math, and Engineering, UW-Baraboo, May 30, 2007.

"From Writer to Manager to Consultant: Future Identities of Professional Writing Students," Conference on College Composition and Communication, New York, NY, March 23, 2007.

"Creating Effective Presentations by Using PowerPoint Against Itself," WI Statewide Communication Conference, UWSP, March 17, 2007.

"Evaluating Online Resumes," Conference on College Composition and Communication, Phoenix, AZ., 1997.

"Designing for the Screen: A Workshop for Web Workers," Conference on College Composition and Communication, Phoenix, AZ., 1997.

"Web Consulting for Non-Profits" ABC Consultants' Workshop, Association for Business Communication Conference, Chicago, IL., 1996.

"Exploring New Possibilities: How Online Writing Changes the Business Writing Classroom," Association for Business Communication Conference, Chicago, IL., 1996.

Presentations – Continued

"Writing Online Resumes," International Association for Business Communication, Toronto, Canada., 1996.

"Writing Online: Transcending Classroom Boundaries," College Composition and Communication Conference, Milwaukee, WI., 1996.

"Designing On-line Portfolios," Association for Business Communication, Indianapolis, IN., 1995.

"Constructing, Constructed and Constructive TA Resistance," Conference on College Composition and Communication, with Michelle Sidler, Washington, D.C., 1995.

"Researching the World: Technology as Gateway," Conference on College Composition and Communication, Washington, D.C., 1995.

"Not Just Gaming: Notions of Nineteenth Century Rhetoric," Graduate Student Conference, with Curtis Wilken, Kent State University, OH., 1995.

"Metaphors and Models in First-Year Composition," MMLA, Chicago, IL., 1994.

INVITED LECTURES AND SPEAKING ENGAGEMENTS

"Capstone Experiences: A University-Business Partnership." For the Wisconsin Economic Development Corporation, Oct. 16, 2013.

"The State of the IT Sector in Central Wisconsin." Association for Information Technology Professionals, March 27, 2012.

"Removing Classroom Walls: University-Community Partnerships." College of Letters and Science Community Lecture Series, Feb. 9, 2012.

"Service Learning: A Rewarding Classroom Opportunity." UW – Stevens Point Teaching Conference, Jan. 18, 2011.

"IT Sector Jobs in Central Wisconsin." MidState Technical College, Nov. 15, 2011.

"Community Initiative with MIT and Community Foundation of Greater South Wood County", WFHR Morning Magazine with Carl Hielke, Nov. 10, 2010.

"Web Design Course Objectives and Class Design." Poster Session, UW – Stevens Point Teaching Conference, Jan. 21, 2010.

"Why and How to Run for Public Office." Community Foundation of Greater Wood County, Wisconsin Rapids, Oct. 22, 2009.

"Why and How to Run for Public Office." WFHR Morning Magazine with Carl Hielke. Oct. 14, 2009.

"Developing Global Citizenship Through Local Service-Learning Activities." UW-Stevens Point, 12th Annual Teaching Conference, Jan. 17, 2008.

Invited Lectures and Speaking Engagements – Continued

“Community-based Web Projects: Community Partnerships.” Stevens Point Rotary, Oct. 31, 2007.

“The Effects of Service-Learning on Student Learning and Satisfaction.” Panel Participant. UW-Stevens Point, Oct. 19, 2007.

“User-centered Design as Web Project Management Methodology.” Association of Information Technology Professionals, Marshfield, Oct. 15, 2007.

“Web 2.0: Literacy skills and issues associated with user-generated content” Invited Presentation, Teaching Summit, UWSP, Jan. 17, 2007.

“Blogs, Wikis and RSS Feeds: What’s a Communicator to Do?” Invited Workshop, Cargill, Jan. 12, 2006.

“Effective Web Project Management,” Invited Lecture, Metropolitan State University Graduate School, St. Paul, MN., Spring 2004.

“Job Prospects for Web Designers,” Metropolitan State University Graduate School, Panelist, St. Paul, MN., Spring 2000.

“Using Electronic Mail for Effective and Efficient Communication,” Richard Hadley Professional Development Program, Invited Lecture, Purdue University, 1996.

GRANTS

“Wisconsin Fast Forward Working Training Grant Application” (\$394,167 with match), with North Central Wisconsin Development Board, MidState Technical College, Delta Dental, Skyward and Sentry Insurance.

“Prior Learning Assessment: Setting the Course.” (\$4,761) with E. Lee, A. Held, J. Steinmetz, and R. Strege, 2011.

“Mobile Application Development.” (\$900), with D. Gibbs, L&S College Minigrant, 2010.

“A224 Lab Technology Upgrade.” (\$29,554), with A. Bond, L&S One-Time Funding Opportunity, 2009.

“Morae Software to Facilitate Usability Testing.” (\$869). L&S College Minigrant, 2008.

“Joomla and Content Management System Research.” (\$630). L&S College Minigrant.

“Web Based AJAX Enabled Query Tool (AEQ)” with R. Dollinger (PI), J. Carter, D. Goulet, W. Huen and Q. Ubaldo. UW Office of Learning and Information Technology, (\$45,000), 2008.

“Teaching Colloquium: Service-Learning Project Development.” With Michele Dickinson. L&S Enhancement Funds, (\$1,000). 2007.

“Pod-casting Pilot,” UPDC Grant, with K. Davis, P. Ploetz, R. Ruppel, K. Biasca and M. Tolstedt, (\$4,884), 2006.

PROFESSIONAL MEMBERSHIPS

Association of Computing Machinery (ACM) SIGWEB Special Interest Groups	2009 – Date
Association of Information Technology Professionals (Local) Board of Directors, Member at Large	2007 – Date 2011 – 2012
Association of Professional Communication Consultants	2006 – Date
Phi Kappa Phi	2005 – Date
Association for Business Communication	1995 – Date

PROFESSIONAL AND COMMUNITY SERVICE

Reviewer, Advancing the STEM Agenda Conference	2012
Rotary International, Honorary Member, Stevens Point	2012 – Date
Planning Committee, ICADIWT Conference	2010 – 2011
“Excellence through Ethics.” Junior Achievement	Nov. 18, 2009
Reviewer, <i>2010 Computers & Writing Conference</i> (Purdue Univ.)	2009
Association for Business Communication	
Chair, Technology Board (two year term)	2012 – 2014
Member, Technology Board (two year term)	2010 – 2012
Web Editor (two-year term)	2009 – 2010
Web Editor APCC	2006 – 2009
Community Foundation of Greater South Wood County	2009 – 2012
Grants Committee	2010 – 2012
Advisory Board, McKnight Digital Literacy Grant	2009 – 2012
Advisory Board, Workforce Central	2009 – 2012
Village of Biron, Board of Appeals (two-year term)	2011 – 2013
Village of Biron, Trustee (two-year term)	2009 – 2011
Chair, Water Utilities Committee	
Member, Finance and Budget Committee	
Member, Health and Safety Committee	
Director at Large, APCC, (two-year term)	2007 – 2009
Technical Communication Advisory Board, Metropolitan State Univ.	2000 – 2005
Book Review Editor, <i>Business Communication Quarterly</i>	1998 – 2000

SELECT CERTIFICATION AND TRAINING

Agile Development Training (16 hours)	2013
iOS Development Training (24 hours)	2011
JQuery Seminar	2010
AJAX Training (24 hours)	2009
Web Application Security, Sans Developer Training (18 hours)	2009
Writing Emphasis Certification, UWSP	2007
Six Sigma Green Belt Certification (Project Management)	2004

SELECT DESIGN AND DEVELOPMENT PROFICIENCY

Web Design and Usability

Morae, Axure, Balsamiq, PivotalTracker (Agile), Trello, Eclipse, Dreamweaver, Photoshop, Lightroom

Programming and Scripting

HTML5, CSS3, JavaScript, jQuery, JSON, BootStrap, PHP, MySQL, XML, Python

Content Management Systems

WordPress, Drupal, Joomla, SharePoint

COURSES TAUGHT

University of Wisconsin – Stevens Point

WDMD 101*	"Introduction to Web and Digital Media Development"	2 sem.
WDMD 211*	"Web Design and Development II"	4 sem.
WDMD 312*	"Web Design and Development III"	3 sem.
WDMD 345*	"Web Application Development Frameworks (jQuery)"	2 sem.
WDMD 346*	"Principles of User-centered Design"	4 sem.
WDMD 346*	"Web Content Management Systems"	4 sem.
WDMD 362	"Digital Portfolio"	2 sem.
WDMD 365	"Digital Game Development"	1 sem.
WDMD 378*	"People, Interfaces, Environments"	1 sem.
WDMD 397	"Internship" (36; including 3, London Internship Program)	16 sem.
WDMD 399	"Independent Study" (31)***	16 sem.
CIS 101	"Introduction to Computing"	3 sem.
CIS 102	"Practicum in Computing" (Spreadsheet)	3 sem.
CIS 102*	"Mobile Application Development" (with D. Gibbs)	1 sem.
CIS 397	"Internship" (1)	1 sem.
CIS 499	"Independent Study" (6)	3 sem.
CNMT 210	"Web Design and Development I"	4 sem.
CNMT 410	"Professional IT Communication"	14 sem.
CNMT 420/620*	"Principles of Online Marketing & Ecommerce"	4 sem.
CNMT 480	"Web Development Seminar & Workshop"	16 sem.

* New course developed

*** Topics include: Usability Testing (7), Mobile application development (6), HTML5 and jQuery (4), Interactive Timelines and Tutorials (3), Portfolio Development (2), Tech Entrepreneurship (2), Advanced JavaScript, Online Marketing and Ecommerce, Databases for CMS, Advanced PHP, Advanced Game Development, and Algorithm Performance

SELECT CONSULTING ENGAGEMENTS

ERCO Worldwide	Document Management	Fall 2013
Greenheck Fan	Employee Communication	Summer 2013
Nicolet Area Technical College	Website Usability and Design	Summer 2012
Midstate Technical College	Community-Business Partnerships	2011-2012
Incourage Foundation	Community-Business Partnerships	2007-2012
Stocor	Website Design	Summer 2010
Cargill	Web Design and Development	2005-2007

SELECT COMMUNITY ENGAGEMENTS

CNMT 480 (Capstone Course) Impact 2007 – Date

- \$1.3MM design and development work to area businesses and non-profits
- 207 projects, 484 students
- More than 100 clients