

Julie Alexander, M.A.

Assistant Teaching Professor, Business Communication

University of Colorado Boulder | Leeds School of Business | Professional Effectiveness Division

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EDUCATION AND PROFESSIONAL HISTORY

Higher Education

2015	MA , Communication (Media Studies), University of Colorado (UCCS) Thesis: “The Parasocial Contract: Constructing a Definition for Media Studies” <i>Awarded high distinction.</i>
2012	BA , Communication (Minor in Film Studies), University of Colorado (UCCS) Thesis: “The Filmic Hermione: How <i>Harry Potter and the Deathly Hallows: Part 1</i> Portrays Hermione Granger and Feminism”

Professional and Academic Positions

2024-Present	Assistant Teaching Professor, Business Communication , Professional Effectiveness Division, Accounting Department, Leeds School of Business, University of Colorado Boulder
2021-2024	Assistant Professor of Instruction, Business Communication , Accounting Department, Tippie College of Business, University of Iowa; <i>previously titled Lecturer.</i>
2017-2021	Program Development Manager , Custom Programs, WorldStrides
2016-2017	Member Solutions Representative , Property & Casualty Insurance, USAA <i>Left due to spouse accepting an out-of-state job offer.</i>
2014-2016	Recruitment Specialist , Department of Recruitment, Pueblo Community College

Part-Time Work and Academic Positions

2015-2016	Adjunct Lecturer , Department of Communication, University of Colorado (UCCS)
2013-2016	Adjunct Lecturer , Department of English Communications, Pueblo Community College
2012-2014	Graduate Instructor , Department of Communication, University of Colorado (UCCS) <i>Taught COMM 2100 Public Speaking labs.</i>
2013	Educator and Research Assistant , Respect on Campus, University of Colorado (UCCS) <i>Temporary Grant-Funded Position.</i>
2012-2013	Administrative Assistant , Department of Humanities, University of Colorado (UCCS)
2010-2012	Peer Mentor , Center for Excellence in Communication, University of Colorado (UCCS)
2007-2008	Cadet , Class of 2011, United States Air Force Academy <i>Left voluntarily due to Don't Ask Don't Tell policy; honorably discharged.</i>

Professional Memberships

Current	Association for Business Communication (ABC)
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Honors and Awards

2024-2025	Office of Diversity Affairs Faculty Impact Award (College-Wide Honor) , <i>University of Colorado Boulder.</i> Recognized by students across the Leeds Diverse Scholars Program as a faculty member who made a significant impact on their academic experience and sense of belonging within the college. This student-driven recognition honors a staff or faculty member who advances an inclusive environment for underrepresented students and supports the mission of the Office of Diversity Affairs (ODA) and Multicultural Business Student Association (MBSA). Reflects direct involvement with DSP initiatives and a demonstrated commitment to equity, inclusion, and student mentorship across the Leeds community.
2024-2025	Joseph L Frascona Teaching Excellence Award (Nominee) , <i>University of Colorado Boulder.</i> Nominated for the Leeds School of Business's highest teaching honor, recognizing exceptional impact in teaching and mentorship. Established by the Falkenberg

family to honor Dr. Joseph L. Frascona, an inspired teacher and mentor known for creating profound and lasting impact on students. Selected as one of 76 faculty nominees across the college. *Ineligible for final award consideration due to first-year contract status at the time of nomination.*

2024	Faculty Recognition: Positive Student Impact, University of Iowa
2023	Each year, graduating seniors identify one person at the University of Iowa who had a positive influence on them during their college experience. In 2023, students recognized 1,122 exceptional faculty and staff members. I was among the standout faculty mentioned ten or more times, which prompted an official recognition letter from University of Iowa's Associate Provost for Undergraduate Education and Dean of the University College.
2022-2024	Tippie College Diversity, Equity, and Inclusion Award (Nominee), University of Iowa
2019	Employee Innovation Award: Diversity, Equity, and Inclusion (DEI), WorldStrides
2016	Recognized for efforts in establishing enterprise DEI infrastructure in Custom Programs.
2009-2014	President's List, Savannah College of Art and Design (SCAD)
2008	President's List and Dean's List, University of Colorado (UCCS) Ranked Top 40 in the Class of 2011 Cadet Wing During Recognition Exercise (Top Performer, Cadet Squadron 26), United States Air Force Academy Awarded Coin of Excellence by Commandant Brig. General Susan Y. Desjardins.
2007-2008	Commandant's List for Military Excellence, United States Air Force Academy

TEACHING

The University of Colorado Boulder

Term	Course #	Title	Enrollment
Spring 2026	BCOR 1030 – 007	Communication Strategy	25
Spring 2026	BCOR 1030 – 617R	Communication Strategy	25
Spring 2026	BCOR 1030 – 618R	Communication Strategy	25
Spring 2026	BCOR 1030 – 619R	Communication Strategy	25
Fall 2025	BCOR 1030 – 006	Communication Strategy	23
Fall 2025	BCOR 1030 – 012	Communication Strategy	23
Fall 2025	BCOR 1030 – 013	Communication Strategy	21
Fall 2025	BCOR 1030 – 028	Communication Strategy	22
Fall 2025	BCOR 1030 – 031	Communication Strategy	25
Spring 2025	BCOR 1030 – 613R	Communication Strategy	25
Spring 2025	BCOR 1030 – 614R	Communication Strategy	25
Spring 2025	BCOR 1030 – 615R	Communication Strategy	25
Spring 2025	BCOR 1030 – 618R	Communication Strategy	25
Fall 2024	BCOR 1030 – 006	Communication Strategy	23
Fall 2024	BCOR 1030 – 026	Communication Strategy	24
Fall 2024	BCOR 1030 – 612R	Communication Strategy	23
Fall 2024	BCOR 1030 – 613R	Communication Strategy	24

The University of Iowa

Term	Course #	Title	Enrollment
Summer 2024	BUS 3800 (CIMBA)	Business Writing (Taught in Italy May – June 2024)	31
Spring 2024	BAIS:8130:0701	Business Communication: Writing and Presenting	38

Spring 2024	FIN:8130:0801	Business Communication: Writing and Presenting	28
Spring 2024	BUS:3000:0007	Business Communication & Protocol	27
Spring 2024	BUS:3000:0010	Business Communication & Protocol	27
Spring 2024	BUS:3000:0020	Business Communication & Protocol	27
Fall 2023	BAIS:8130:0702	Business Communication: Storytelling with Data	29
Fall 2023	FIN:8130:0802	Business Communication: Storytelling with Data	36
Fall 2023	BUS:3000:0001	Business Communication & Protocol	24
Fall 2023	BUS:3000:0005	Business Communication & Protocol	27
Fall 2023	BUS:3000:0008	Business Communication & Protocol	24
Fall 2023	BUS:3000:0017	Business Communication & Protocol	24
Spring 2023	BUS:3000:0001	Business Communication & Protocol	24
Spring 2023	BUS:3000:0002	Business Communication & Protocol	23
Spring 2023	BUS:3000:0006	Business Communication & Protocol	23
Spring 2023	BUS:3000:0015	Business Communication & Protocol	24
Fall 2022	BUS:3000:0001	Business Communication & Protocol	24
Fall 2022	BUS:3000:0002	Business Communication & Protocol	24
Fall 2022	BUS:3000:0008	Business Communication & Protocol	24
Fall 2022	BUS:3000:0010	Business Communication & Protocol	24
Spring 2023	BUS:3000:0005	Business Communication & Protocol	24
Spring 2023	BUS:3000:0012	Business Communication & Protocol	24
Spring 2023	BUS:3000:0014	Business Communication & Protocol	23
Spring 2023	BUS:3000:0015	Business Communication & Protocol	24
Fall 2021	BUS:3000:0002	Business Communication & Protocol	23
Fall 2021	BUS:3000:0008	Business Communication & Protocol	23
Fall 2021	BUS:3000:0009	Business Communication & Protocol	23
Fall 2021	BUS:3000:0015	Business Communication & Protocol	22

The University of Colorado (UCCS)

Term	Course #	Title	Enrollment
Summer 2016	COMM 3150	Communication Competency in Groups and Teams	22
Spring 2016	COMM 2240	Principles of Organizational and Strategic Comm.	29
Fall 2015	COMM 2010	Oral Communication in the Workplace	36

Pueblo Community College

Term	Course #	Title	Enrollment
Summer 2016	COM 1150	Public Speaking	18
Spring 2016	COM 1250	Interpersonal Communication	23
Fall 2015	COM 1150	Public Speaking	25
Summer 2015	COM 2300	Intercultural Communication	19
Spring 2015	COM 1250	Interpersonal Communication	21
Fall 2014	COM 1250	Interpersonal Communication	22
Summer 2014	COM 1150	Public Speaking	14

Summer 2014	COM 2300	Intercultural Communication	12
Spring 2014	COM 1250	Interpersonal Communication	24
Spring 2014	COM 1150	Public Speaking	23
Fall 2013	COM 1250	Interpersonal Communication	22
Fall 2013	COM 1150	Public Speaking	20
Summer 2013	COM 1150	Public Speaking	14
Summer 2013	COM 2300	Intercultural Communication	16
Spring 2013	COM 1150	Public Speaking	20

SERVICE (SELECTED)

The University of Colorado Boulder

Department

2025-present

Professional Effectiveness Division, Department of Accounting

Co-Chair: BCOR 1030 Case Competition Committee

Co-leads the planning and execution of the Professional Effectiveness Division's flagship undergraduate case competition, serving approximately 900 students across 38 course sections. Collaborates with faculty colleagues and an external client partner to design and facilitate a real-world business challenge, consulting with local Boulder organizations to develop an applied case for student teams. Oversees all competition logistics, including coordination and execution of the mid-semester Client Q&A event and the end-of-semester Final Case Competition. Support experiential learning while strengthening ongoing partnerships between the Professional Effectiveness Division, Leeds School of Business and the local business community.

Member: Business Studio Committee

Serves on a cross-divisional committee charged with designing and piloting a proposed Business Studio model to expand writing, speaking, and applied professional communication support for undergraduate and graduate students. Collaborates with faculty leadership to explore integration with existing courses, student organizations, and experiential learning initiatives. Contributes to strategic planning around studio operations, staffing models, space utilization, and differentiation from existing career development services. Supports early-stage implementation efforts while helping assess scalability, institutional value, and long-term sustainability.

College

2024-present

Leeds School of Business

Faculty Mentor: Diverse Scholars Program

Serves as a faculty mentor for first-year EXCEL Scholars, providing individualized guidance, resource navigation, and support to foster academic success and a strong sense of belonging within the Leeds community. Engages in monthly mentoring meetings and community-building activities in partnership with the Office of Diversity Affairs. Supports students from diverse backgrounds, including first-generation, rural, low-income, and BIPOC students, during their transition to university life and the business school environment.

Workshop Designer & Facilitator, Presentation Skills, ODA Women in Business Summer Case Competition.

Designed and delivered an interactive presentation skills and communication strategy workshop for high-achieving high school participants in a college-wide business case competition focused on issues affecting women. Prepared students to translate research into persuasive team presentations by teaching structure, delivery techniques, visual communication, and professional speaking norms. Contributed to ODA outreach and pipeline programming that provides pre-college students with experiential business education and scholarship opportunities.

2025

2025

Faculty Representative, Professional Effectiveness Division, Leeds School of Business Graduation Ceremony (May 2025).

Represented the Professional Effectiveness Division as a member of the faculty procession and platform party for the Leeds School of Business undergraduate commencement ceremony. Participated in ceremonial leadership recognizing graduating students across multiple business disciplines, contributing to divisional visibility and faculty representation during a major school-wide academic milestone.

The University of Iowa

Department
2023-2024

Frank Business Communication Center and Department of Accounting

Member: Frank Center Business Curriculum Committee

Collaborated with the Accounting Department Chair, Assistant DEO/Frank Center Director, Assistant Director of the Frank Center, and fellow full-time Instructional Track Faculty to design, evaluate, and enhance the business communication curriculum across undergraduate and graduate programs. Contributed to committee efforts focused on maintaining curricular relevance to evolving business and institutional needs, while ensuring coherent scaffolding and alignment across all business communication courses to support student learning progression.

2023-2024

Curriculum Director: BUS 3000 Business Communication and Protocol (BCaP)

Led ongoing curriculum development for Business Communication and Protocol (BCaP) following a comprehensive course redesign that established BCaP as a core course at the Tippie College of Business. Directed a full overhaul of course lectures, assignments, rubrics, and the capstone project in collaboration with the Frank Business Communication Center and the Accounting Department Executive Officer (DEO). Developed a centralized Canvas ICON course site to support instructional consistency and faculty customization. Provided training for BCaP faculty on the redesigned curriculum and communicated updates to key stakeholders across the college.

2023

Search Committee Chair: Business Communication Instructional Track Faculty

Served as Search Committee Chair for Faculty Requisition 74912: Business Communication Instructional Track Faculty, overseeing all aspects of the hiring process. Led committee organization and managed administrative workflows, including requisition setup, interview scheduling, and space coordination. Served as primary point of contact for candidates, providing consistent communication and support throughout the search. Ensured a transparent, efficient, and well-coordinated process that resulted in the successful recruitment of instructional faculty.

2023

Search Committee Member: Business Communication Instructional Track Faculty

Served as a member of the Search Committee for Faculty Requisition 74656: Business Communication Instructional Track Faculty. Collaborated with the committee chair and members to prepare and facilitate candidate interviews and teaching demonstrations, evaluate candidate qualifications, and contribute to hiring recommendations.

2022

Curriculum Developer: BUS 3000 Business Communication and Protocol (BCaP)

Led the development of the Fall 2022 capstone project for BUS 3000: Business Communication and Protocol (BCaP), designing the “Slide Deck” scenario focused on mergers and acquisitions in response to contemporary business trends. Refined project structure, requirements, assignments, and assessment criteria to align with course learning objectives. Secured approval from key stakeholders and delivered faculty training to support consistent and effective implementation across course sections.

2021

Committee Chair: Frank Center Teaching Award

Chaired the Award Committee for the inaugural Frank Center Teaching Award.

Collaborated with the Assistant Director of the Frank Business Communication Center, faculty colleagues, and an academic advisor from the Undergraduate Programs Office to design the award’s selection process, including criteria and review procedures. Led a transparent and equitable evaluation of candidates, guiding committee deliberations and contributing to the selection of the award recipient in recognition of outstanding teaching impact.

College
2023-2024

Tippie College of Business

Curriculum Director: Business Communication, Specialty Master's Degrees

Led a comprehensive redesign of business communication curricula for the Business Analytics and Finance master's degree programs at the Tippie College of Business.

Reconstructed course sequences to create a cohesive, program-aligned progression of professional development across multiple courses. Developed lectures, assignments, and assessment criteria, and designed program-specific Canvas ICON course sites.

Coordinated redesign efforts with academic departments, the Frank Business Communication Center, and graduate program leadership to ensure curricular alignment and implementation.

2023-2024

Member: Undergraduate Programs Professional Curriculum Committee

Worked closely with the Associate Dean of Undergraduate Programs and professional development faculty and staff to lead the redesign of undergraduate professional development curricula at the Tippie College of Business. Contributed to restructuring a diverse portfolio of required programs and courses to improve coherence, sequencing, and instructional effectiveness. Supported the development of a streamlined curricular progression that enabled students to build skills and professional competencies throughout their undergraduate experience.

2023-2024

Faculty Advisor: Reaching OUT in Business Undergraduate Student Organization

Served as Faculty Advisor for the Reaching OUT in Business (ROB) student organization within the Tippie College of Business. Provided ongoing guidance and support to student officers in organizational leadership, event planning, and execution. Collaborated with staff advisors and student leaders to develop the annual event calendar and align programming with organizational goals. Supported efforts to foster an inclusive and affirming community for LGBTQ+ students within the college.

2022-2024

Faculty Panelist and Presentation Judge: Tippie Gateway Program

Participated in the Tippie Gateway Program, an outreach initiative supporting high school students from underrepresented communities as they explored business education and industry pathways. Served as a panelist and judge for student marketing campaign presentations, providing evaluative feedback and recognizing top-performing teams. Additionally, served as a presentation coach during Summer 2023, collaborating with the Frank Business Communication Center to deliver targeted coaching and support as students developed and refined their presentations.

2022-2023

Committee Member: Diversity, Equity, and Inclusion

Served as a member of the Diversity, Equity, and Inclusion (DEI) Committee at the Tippie College of Business, representing the Frank Business Communication Center. Contributed to college-wide discussions on inclusive communication and supported the planning and execution of DEI-focused programming, including student panels, guest speakers, and the Monday Memoir series. Participated in initiatives aimed at fostering an inclusive campus culture and amplifying diverse voices within the college community.

2023

Guest Speaker Facilitator: LCDR & Dr. Shanece Washington, Equal Opportunity

Program Manager, United States Navy

Organized and hosted a college-wide guest speaker event on cross-cultural workforce support on behalf of the Frank Business Communication Center. Collaborated with LCDR/Dr. Shanece Washington to shape speaking objectives, develop the presentation narrative, and enhance content through data visualization and slide design. Facilitated a campus-wide discussion examining the intersection of work, health, equity, and diversity, including the implications of accessible healthcare, post-COVID-19 workplace trends, and equity-focused approaches to addressing workforce disparities.

2022

Event Organizer: First-Generation Tippie Student Panel

As a member of the Tippie College of Business DEI Committee, co-organized a college-wide student panel featuring first-generation students. Collaborated with committee members to select panelists, develop discussion prompts, and prepare students to share their experiences effectively with faculty, staff, and administrators. Led event promotion design and supported logistical coordination, facilitating constructive dialogue on

	<p>inclusion, student support, and institutional improvement.</p>
2022	<p>Facilitator: Tippie Monday Memoirs As a member of the Diversity, Equity, and Inclusion (DEI) Committee, organized and facilitated a college-wide Monday Memoir session featuring Tippie faculty and staff. Collaborated with the speaker, Hannah Hilgenkamp, to develop the narrative structure and key themes of the presentation, and prepared discussion prompts to guide audience engagement. Served as master of ceremonies for the live event, facilitating inclusive dialogue for the broader college community.</p>
2022	<p>Speaker: Tippie Monday Memoirs Invited speaker for the Tippie College of Business Monday Memoir series, a DEI initiative highlighting diverse faculty and staff perspectives. Collaborated with the host, Pamela Bourjaily, to develop an engaging, reflective conversation shared during a live, college-wide event.</p>
2022	<p>Guest Speaker Facilitator: Dr. Malaika Serrano, VP of DEI at Guild Education Organized and hosted a college-wide guest speaker event on behalf of the Frank Business Communication Center, featuring Dr. Malaika Serrano, Vice President of Diversity, Equity, and Inclusion at Guild Education. Collaborated with the speaker to define presentation objectives, develop the narrative arc, and design supporting visual materials. Facilitated a campus-wide dialogue focused on workplace DEI and fostering belonging within organizational contexts.</p>
2021-2022	<p>Committee Member: Sustainability Served as a member of the Sustainability Committee at the Tippie College of Business, representing the Frank Business Communication Center. Contributed to college-wide discussions and reporting related to sustainability practices, policies, and initiatives supporting environmental responsibility.</p>
University 2023-2024	<p>University of Iowa</p> <p>Faculty Advisor: GradPride+ Student Organization Served as Faculty Advisor for GradPride+, a university-wide graduate and professional student organization supporting the LGBTQ+ community at the University of Iowa. Provided guidance to student officers, supported event planning and logistics, and contributed to the development of organizational initiatives. Supported the organization's mission to foster community, advocacy, and belonging for LGBTQ+ graduate and professional students.</p>

SCHOLARSHIP

Publications

- Co-wrote the Introduction and wrote the entirety of "Chapter One: The Filmic Heroine," in *Hermione Granger Saves the World: Essays on the Feminist Heroine of Hogwarts*, Edited by Dr. Christopher Bell. ISBN-13: 9780786471379; Publication date: 7/30/2012.

Conference Presentations

- Alexander, J. & Jewell, S. (2019, October). Designing faculty-led programs: Turning a blank canvas into a masterpiece. Presented at NAFSA Region 2 Conference, Cheyenne, WY.
- Alexander, J. (2012, April). Hermione Granger as Feminist Icon. Presented original research at the 2012 Rocky Mountain Communication Association academic conference.
- Alexander, J. (2010, May) Luciferianism in V for Vendetta. Presented original research at the 2010 Colorado Springs Undergraduate Research Forum.

Guest Lectures & Presentations (Selected)

- Alexander, J. (2020, November). How to Navigate Diversity, Equity, and Inclusion in Studying Abroad: My LGBTQ+ Personal Journey. Original presented at the University of South Dakota Virtual International Education Week. <https://fb.watch/1VHWM0OS1O/>
- Alexander, J. (2020, November). Faculty Workshop: Optionality for Global Education in a COVID world:

- Risk mitigation and leveraging domestic and virtual programming. Northern State University.
- Alexander, J. et al. (2020, June). Panel Discussion: Diversity, Equity, and Inclusion for LGBTQ+ Communities. World Strides Pride Event. Virtual.
- Alexander, J. (2013, November). Privilege and Oppression in Society. Panel Speaker at the Noted Discussion Forum sponsored by UCCS Respect on Campus and TESSA. University of Colorado Colorado Springs.
- Alexander, J. & Coffey, A. (2013, September). Rape Culture and Victim Blaming in Media & Advertising. Guest Lecture at University of Colorado Colorado Springs.
- Alexander, J. (2013, December). The Feminist Lens of Media Studies. Guest Lecture at University of Colorado Colorado Springs.
- Alexander, J. (2013, August). Utilizing Visual Aids in Public Presentations. Guest Lecture for COMM 2100 course at University of Colorado Colorado Springs.
- Alexander, J. (2013, November). Job Interview Strategies for Success. Guest Lecture for COMM 3240 course at University of Colorado Colorado Springs.
- Alexander, J. (2013, April). The Male Gaze in Popular Media. Guest Lecture for Department of Women's and Ethnic Studies. University of Colorado Colorado Springs.
- Alexander, J. (2012, February). Federal Regulation and Censorship of Mass Media. Guest Lecture for COMM 1000 course at University of Colorado Colorado Springs.
- Alexander, J. (2010, March). Women Pioneers of Cinema. 2-Day Guest Lecture for FILM 1000 course. University of Colorado Colorado Springs.
- Alexander, J. The Eight Competences of Public Speaking. Guest Lecture at University of Colorado Colorado Springs. Delivered multiple times, 2011 – 2015.

INTERNATIONAL EXPERIENCES

WorldStrides Higher Education, Custom Programs

2017-2021

International Project Management: I played a key role in organizing faculty-led study abroad programs in over 100 countries, collaborating closely with local staff and teams. Through effective communication and project management, I oversaw various aspects like program development, budgets, and logistics, always mindful of cultural differences. I balanced a multi-million-dollar book of business, consulting with clients, coordinating with domestic and international staff, and managing a significant workload. I also built and maintained partnerships with universities abroad, ensuring smooth collaborations. Additionally, I conducted site visits and worked as a liaison between staff and local university officials.

Executed International Site Inspections/Travel: Thailand, China, Colombia, Italy, United Kingdom, France

Undergraduate Faculty-Led Study Abroad Program to London, United Kingdom

2011

Critical Analysis of Visual and Performing Arts

COURSEWORK AND TRAINING

Coursework (No Degree Awarded)

2016 BA, Sequential Art and Visual Communication, Savannah College of Art and Design
2007-2008 BS, Humanities, United States Air Force Academy

Training (Completed)

2008	Combat Survival Training (SERE) , United States Air Force Academy (USAFA)
2008	Cadet Space and Missile Program , USAFA
2008	Global Deployment and Engagement Field Training , USAFA
2008	Class of 2011 Recognition Exercises , USAFA
2007	Firearms and Marksmanship Training , USAFA
2007	Basic Cadet Training (BCT) , USAFA