

Dr. L. Lori Poole

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Education

- 2011 University of Denver – Denver, Colo.
Ph.D. in Human Communication
Dissertation: A research study examining forgiveness,
empathy, commitment, trust, and relational satisfaction
among adult friends after relational transgressions
- 2002 University of Alabama at Birmingham – Birmingham, Ala.
Bachelor of Arts in Graphic Design
Concentration: photography and graphic design
- 1995 Auburn University – Auburn, Ala.
Master of Arts in Communication
Concentration: organizational communication
- 1993 Auburn University – Auburn, Ala.
Bachelor of Arts in Public Relations/Journalism

Academic Teaching Experience

- 08/2014-present University of Colorado Boulder – Boulder, Colo.
College of Media, Communication and Technology, Assistant Teaching Professor
Department of Advertising, Public Relations and Media Design
and Department of Communication
- senior capstone: strategic communication campaigns
 - senior seminar: communication and aging
 - research methods for creative strategists
 - quantitative research methods in communication
 - introduction to research methods and insights
 - family communication
 - intercultural communication
 - interpersonal communication (on-campus and online)
 - special seminar: friendship and communication
 - communication, technology and society (on-campus and online)
 - concept design
 - persuasion and society
 - public speaking

- 06/2016-06/2017 University of Denver – Denver, Colo.
Instructional Designer and Adjunct Instructor, University College
- graduate research methods (on-campus and online)
- 08/2004-05/2013 Department of Media, Film & Journalism Studies, Adjunct Instructor
- advanced editing
 - layout and design
- Department of Communication, Adjunct Instructor
- public speaking
 - advanced relational communication
 - communication and aging
- 10/2011-12/2015 Colorado State University-Global Campus – Online & Greenwood Village, Colo.
Program Coordinator (2012-2015), Communication Department;
Presentation and Research Initiative Coordinator;
Curriculum Development Team; Online Instructor
Awarded Dedicated Service Award, 2015
- effective communication: research & writing (online course)
 - communication conflict and persuasion (online course)
 - effective oral communication (online course)
 - media and society (online course)
 - mass communication (online course)
 - strategic communication (online course)
 - communication capstone (online course)
- 09/2008-12/2013 Colorado Community Colleges Online – Denver, Colo.
Department of Languages and Literature, Online Adjunct Instructor
Awarded Gold-Quality Assurance for Outstanding Teaching, 2010
- interpersonal communication (online course)
 - speech (online course)
 - InDesign, Photoshop, Illustrator (online courses)
- 01/2004-05/2011 Metropolitan State College of Denver – Denver, Colo.
Department of Journalism, Adjunct Instructor
- beginning reporting
 - intermediate reporting
 - beginning editing
 - intermediate editing
 - beginning layout and design
 - advanced layout and design
 - contemporary issues
 - ethics and legal issues

Professional Employment History

- Present re-*W-I-R-E-D* Consultant/Communicator Denver, Colo.
Freelance *Writing, Ideas, Research, Education and Design*
- design and produce various online and print media
 - conduct, write, analyze and interpret research reports and projects, using both quantitative and qualitative methods
 - write curriculum plans and educational programs for various organizations
 - CLIENTS: Colorado Auto Dealers Association, ATHENA Athletic Camps, Generation Exchange, Acupuncture Lifeology, Colorado Free University
- 03/2012-12/2015 CSU-Global Campus Greenwood Village, Colo.
Program Coordinator – Communication and Marketing Programs
Instructional Developer and Content Writer/Expert
- managed faculty performance, hiring and program initiatives
 - oversaw, designed, managed and wrote online classes
- 01/2012 to 12/2013 Sterling Ledet & Associates Aurora, Colo.
Instructor/Trainer
- taught Adobe classes: InDesign, Photoshop, Illustrator, Acrobat Pro
- 7/2004 to 6/2006 University of Denver Denver, Colo.
Learning Effectiveness Program
Academic Counselor and Organizational Consultant
- assisted students with learning disabilities on academic matters, including class assignments, test-taking skills, and editing papers
- 12/1999 to 6/2003 Regions Financial Corporation Birmingham, Ala.
Creative Manager
- managed and coordinated team of writers and designers in developing and budgeting for marketing collateral and advertising pieces
 - developed internal communication strategies and campaigns for products and sales initiatives
 - wrote, edited and designed company newsletter
 - assisted with development of company's Internet and intranet sites
- 3/1997 to 12/1999 Alabama Quality Assurance Foundation Birmingham, Ala.
Communications Specialist
- produced company newsletters, brochures, mailings and press releases
 - composed presentation and trade show slides and accompanying collateral
 - managed and designed company Web sites
- 6/1995 to 3/1997 *Southern Living* Magazine Birmingham, Ala.
Special Interest Publications Assistant
- wrote copy and organized photography for special interest publications
 - coordinated advertorial sections for *Southern Accents* and *Cooking Light*
 - organized editorial content of *Southern Living* food circulation premiums
 - aided in content of and responses to *Southern Living* Web site

Course Development and Instructional Design

Credential/Corporate Course Development – recruited and invited to design Massive Open Online Course (MOOC) specialization certificate of four online courses for professional development through Coursera and University of Colorado Provost's Office for Academic Innovation:

Graphic Design Skills for the Non-Creative Professional (CU Boulder)

Course Development and Program Coordination – served as program coordinator to oversee development and redesign with content experts and instructional designers of entire online strategic communication program at CSU-Global Campus:

- COM200 Effective Oral Communication
- COM295 Effective Business Communication Skills: Research and Writing
- COM301 Effective Research & Writing for the Communication Professional
- COM305 Communication in the Global Information Age
- COM310 Interpersonal Communication
- COM315 Intercultural Communication
- COM325 Mass Communication and Society
- COM335 Foundations of Strategic Communication
- COM400 Strategic Communication
- COM425 Communication Conflict and Persuasion
- COM455 Technical Communication
- COM480 Capstone-Applied Communication Strategies
- COM495 Communication Internship

Content Writer and Design Work – served as content expert/writer of production and creation for the following online courses:

- COMM3610 Communication, Technology and Society (CU-Boulder)
- COM125 Interpersonal Communication (CSU-Global)
- COM200 Effective Oral Communication (CSU-Global)
- COM425 Conflict and Persuasion (CSU-Global)
- COM400 Critical Thinking and Strategic Communication (CSU-Global)
- COM480 Capstone-Applied Communication Strategies (CSU-Global)
- HUM101 Critical Reasoning (CSU-Global)
- JOU225 New Media (CCCOOnline)
- LDR325 Leadership Written and Oral Communication (CSU-Global)
- ENG101 Writing/English Workshop (CSU-Global)

Instructional Design Work – Served as instruction designer/project manager of development for the following online courses:

- JOU231 Public Relations (CCCOOnline)
- HRA4510 Organizational Lifecycles and HR Implications (DU-University College)
- HUM101 Critical Reasoning (CSU-Global)
- MKG310 Introduction to Marketing (CSU-Global)
- MGT 510 Applied Business Management (CSU-Global)
- OPS404 Leadership and Supervision in Operations Management (CSU-Global)
- PMJ530 Contracts, Procurement and Risk Management (CSU-Global)
- GS4311 The Language Services Business for Translators (DU-University College)
- MALS4175 Literary Translation (DU-University College)
- HRA4510 Organizational Lifecycles and HR Implications (DU-University College)

Student Mentoring and Interaction

Faculty Mentor for Student Interns

- Spring 2019:
 - John Conger – CU Veterans and Military Affairs
 - Kyle Findlay – Wilde Brands
 - Jillian Kwasizur – Bread & Butter
 - Alyssa McKennon– Boulder International Film Festival
- Summer and Fall 2018:
 - Sophia Minning – Roadrunner
 - Morgan Osborne – ECHOS
- Spring 2018:
 - Ross Dipasquale – Red Dot
 - Perrin Swoveland-Bailey – Bayard

Undergraduate Honors Committees

- Sydney Browne (2022-23) –College students engagement in volunteering: A comparative analysis between volunteer and nonvolunteers self-esteem, sense of belonging, and professional development, University of Colorado Boulder
- Madison Moye (2019) – Transparent communication effectiveness: Consumer attitudes towards luxury brands, University of Colorado Boulder
- Courtney Forehand (2018) – My father is my sister’s brother: A Relational Dialectics study of intrafamily adoption, University of Colorado Boulder

Teaching and Development

- CMCI Pathways to Excellence Summer Intensive, APRD Instructor, June 2022

Community Interaction and Projects

Client Interaction/Student Projects – Worked with the following clients in Boulder and Denver on student projects for various advertising, public relations and communication classes:

- 9Health Fair (spring 2018): campaign on brand awareness and volunteer retention
- A Little Help (spring 2018): capstone campaign on membership opportunities and appreciation and volunteer retention and accession
- Autism Society of Boulder County (spring 2019): campaign on social media use
- Boulder Arts Week (spring 2020): capstone campaign on awareness and participation
- Courageous Faces (fall 2019): research projects on social media, corporate responsibility and revenue outlets
- Davita (spring 2020): capstone campaign on developing an online news center
- Eco-Cycle (spring 2020): capstone campaign on CHaRM program
- Eco-Cycle (spring 2020): research project on zero-waste
- Generation Exchange (fall 2019): research projects on interviews, feedback forms and revenue outlets
- Generation Exchange (spring 2020): research projects on generational uses of technology compared to various relational and communicative variables
- Metro Caring: (spring 2022 and fall 2022): campaigns on brand awareness and volunteer recruitment and fundraising
- Make-A-Wish Colorado (fall 2021-spring 2022): campaign on brand awareness, event planning and volunteer recruitment
- Radio 1190 (fall 2018): research projects on brand awareness, listenership development, and revenue outlets
- Radio 1190 (spring 2019): campaign on brand awareness and event planning and promotion
- The Town Group (spring 2019): campaign on brand awareness, website design and social media use and support
- University of Colorado Boulder Athletic Department (fall 2017): research projects on social media use and support
- University of Colorado Boulder Continuing Education (fall 2017): research projects on online classes, user engagement and instructional design
- University of Colorado Boulder Environmental Services (spring 2019): research projects on recycling behaviors and awareness
- Volunteers for Outdoor Colorado (fall 2022): campaign on generational recruiting of volunteers
- YWCA of Boulder County (spring 2019): campaign on event review, evaluation and planning

Published Scholarly, Peer-Reviewed Papers

- Anderson, N.B., Poole, L.L., Quinn, S., & Schlicht, C.A. (2014). Using a Multi-Perspective Design Team to Develop and Manage Multi-Layered Online Courses. *The Quarterly Review of Distance Education, 15*(4), 25-36.
- Anderson, N.B., Poole, L.L., Quinn, S., & Schlicht, C.A. (2013). Using a Multi-Perspective Design Team to Develop and Manage Multi-Layered Online Courses. *Selected Papers from the 25th International Conference on College Teaching and Learning, 25*(1), 1-26.
- Morr Serewicz, M.C., Dickson, F.C., Huynh Thi Anh Morrison, J., & Poole, L.L. (2007). Family Privacy Orientation, Relational Maintenance, and Family Satisfaction in Young Adults' Family Relationships. *Journal of Family Communication, 7*(2), 123-142.

Conference Presentations/Papers/Collaborations

- “Using Group Work Effectively in Online Course,” Colorado Learning and Teaching with Technology, Boulder, Colorado; August 2019.
- “Tips on Providing Critical Assessment and Meaningful Feedback,” Aims Community College 2015 Faculty Conference, Greeley, Colorado; February 2015 (*invited/paid presentation*).
- “Top 10 Things Online Instructors Should (and Should NOT) Do,” Aims Community College 2015 Faculty Conference, Greeley, Colorado; February 2015 (*invited/paid presentation*).
- “Delving into Online Class Discussions to Determine What Works Best,” Online Learning Consortium, Lake Buena Vista, Florida; October 2014 (*nominated for best paper*).
- “Developing Multi-Dimensional Courses,” University Professional & Continuing Education Association Central Region Conference, Denver, Colorado; October 2014.
- “Using LinkedIn to Connect Students and Build Community within Online Campuses,” Colorado Learning and Teaching with Technology, Boulder, Colorado; August 2014.
- “Delving into Online Class Discussions to Determine What Works Best (or Better) Using Bloom’s Taxonomy and Other Learning Techniques,” eLearning Consortium of Colorado, Breckenridge, Colorado; April 2014.
- “Effective Instructor Preparation to be Successful in Online Education” (research team coordinator, writer, designer), Higher Learning Commission, Chicago, Illinois, and eLearning Consortium of Colorado, Breckenridge, Colorado; April 2014.
- “Developing Multi-Dimensional Courses,” International Conference on College Teaching and Learning, Ponte Vedra Beach, Florida; March 2014 (*nominated for best paper; selected for conference proceedings publication*).
- “Providing Critical Assessment/Grading and Meaningful Feedback: Tips and Techniques for Making it Easier,” International Conference on College Teaching and Learning, Ponte Vedra Beach, Florida; March 2014.

- “Networking and Using LinkedIn to Connect Students, Build Community, and Connect Alumni” (co-presenter), International Conference on College Teaching and Learning, Ponte Vedra Beach, Florida; March 2014.
- “Critical Assessment and Meaningful Feedback: One Way Does Not Fit All,” Lilly Conference on College and University Teaching and Learning, Newport Beach, California; Feb 2014.
- “Working with First-Generation and Adult Learners,” Lilly Conference on College and University Teaching and Learning, Newport Beach, California; February 2014.
- “Demystifying and Honing Research Skills,” 19th Annual Sloan Consortium International Conference on Online Learning, Lake Buena Vista, Florida; November 2013.
- “What is Forgiveness? How and Why is it Granted Between Friends? Defining Forgiveness Based on a Series of Qualitative Interviews,” Western States Communication Association, Reno, Nevada; February 2013.
- “Use Ingredients You Already Have to Add (FREE) Multimedia Tools to F2F, Hybrid or Online Classes,” Western States Communication Association, Reno, Nevada; February 2013.
- “Ingredients of Scholarly Articles,” CCCOnline Faculty Conference, Denver, Colorado; September 2012.
- “Spicing Up Your Classes Using Ingredients You Already Have: Adding Multimedia Items to Online Classes,” CCCOnline Faculty Conference, Denver, Colorado; September 2012.
- “Forgiveness Between Friends: The Role of Commitment and Empathy in Repairing & Maintaining Friendships,” Western States Communication Association, Monterey, Calif.; February 2011.
- “Timing is Everything: A Practice in Delivery Using the Gettysburg Address to Teach Speech Timing Techniques,” Western States Communication Association – G.I.F.T.S., Monterey, California; February 2011.
- “What is Forgiveness? How is it Defined Differently Among Men and Women? Defining Forgiveness Based on a Series of Qualitative Interviews,” Eastern Communication Association, Philadelphia; April 2009.
- “Friends ‘Till the End: Does Empathy Impact How Forgiveness is Granted Among Friendship Dyads?” Southern States Communication Association, Norfolk, Virginia; April 2009.
- Pre-Conference Forgiveness Seminar (invitation only), National Communication Association, San Diego, California; November 2008.
- “A Relational Study in How Privacy Management and Boundaries are Maintained in Sibling Relationships,” Southern States Comm. Association, Dallas, Texas; April 2006.
- “Family Privacy Orientations, Relationship Maintenance, and Family Satisfaction in College Students’ Family Relationships,” Western States Communication Association, San Francisco, California; February 2005.

Awards and Accolades

University of Colorado Boulder Women's Basketball Team, Honorary Coach (student selected), 2015
CSU-Global Campus, Dedicated Service Award, 2015
Colorado Community Colleges Online, Gold-Quality Assurance for Outstanding Teaching, 2010

Grants, Scholarships and Awards

Dissertation Hours Grant, 2010
Emma Murray Fund Award, 2009
University of Denver, Dean's Scholarship, 2004-2005, 2005-2006
Denver Area Panhellenic Scholarship, 2005
Chi Omega Foundation Alumnae Grant, 2004

Continued Education and Professional Training

The Badge Summit, University of Colorado Boulder, August 2022
GolemanEI – Building Emotional Intelligence and Leading with Emotional Intelligence
Certificate of Achievement, Spring 2021
Colorado Free University – Online Marketing/Social Media Certificate, Spring 2020
Academic Branding: Improving Your Visibility, Network, and Career Opportunities, Academic
Coaching and Writing (webinar), April 2014
Writing a Journal Article: Moving from Evidence to Argument, Academic Coaching and Writing
(webinar), January 2014
Assessing with Impact, CSU-Global Campus, June 2013
Colorado Learning and Teaching with Technology (COLLT) Conference, University of Colorado
Boulder, August 2012 and August 2013
Advanced Instructional Technology for Blackboard Users, CSU-Global Campus, March 2012
Rubric Development and Design, CCCOnline Professional Development, March 2011
Managing Online Discussions, CCCOnline Professional Development, Spring 2010
Grant Writing and Research, Colorado Free University, Denver, Colorado, December 2009
CCCOonline Faculty Training and Development Conference, Denver, Colorado, 2010, 2011, 2012
Scholarly Writing and Research Workshop, Metro State Professional Development, Denver, Colorado,
May 28-29, 2009
Syllabi Review and Revamping, Community College of Aurora, Fall 2008

Professional Involvement and Activities

Reviewer of gtPathways Program – Colorado Department of Higher Education, 2014
National Communication Association, 2005-present
Western States Communication Association, 2005-present
Southern States Communication Association, 2005-present
University of Denver Graduate Council of the Four Facilities, President, 2005-2006
University of Denver Graduate Student Association Council, PR Officer, 2005-2006

Community Volunteer Involvement and Activities

Denver Botanic Gardens – Rocky Mountain Gardening Certificate (in progress)

Chi Omega, Zeta Chapter, University of Colorado Boulder: Advisor (House Manager; Campus Involvement; Career and Personal Development; Philanthropy)

Denver Alumnae of Chi Omega Organization: President (2017-2019); Historian (2016-2017; 2021-present); Collegiate Relations Chair (2014-2017)

Denver Area Panhellenic: Representative (2021-present)

Denver Public Libraries Volunteer

Denver Botanic Gardens Volunteer

Washington Park East Neighborhood Association: Newsletter Editor, Event Coordinator, Plant Swap Coordinator

9News Health Fair Volunteer

Race for the Cure Volunteer

English Springer Rescue America: Volunteer and Home Placement Visitor

Computer Experience

Proficient with both Macintosh and PC/Windows Platforms:

- Print Design: InDesign, Photoshop, Illustrator, Acrobat Pro, Canva
- Web Development: DreamWeaver, WordPress, Jimdo, GoDaddy
- Microsoft Office: Word, PowerPoint, Excel, Outlook
- Social Media: Facebook, Twitter, LinkedIn, Instagram
- Statistical Software: SPSS, Amos
- Learning Management Systems (LMS): Canvas, Desire2Learn, Blackboard, Schoology, WebCT-Vista, SCT Banner, Lynda, Coursera
- Course Development and Design: Camtasia, Captivate, Google tools (email, doc/drive, sheets, hangouts, forms, groups, circles), WebEx, Slide Share, Screencast-O-Matic