

## BEATA KRUPA Ph.D.

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### EDUCATION

**Ph.D.** New York University (NYU), NY, Steinhardt School of Education, Department of Culture and Communication, program in Media Ecology

**MA, BA** Journalism and Political Science, University of Warsaw, Poland  
Magna Cum Laude, Specialization in Documentary Film

#### **September 2014 – present:**

**Lecturer in Professional and Engineering Communications, Center For Engineering Leadership (RCEL), Rice University**

Teaching leadership and communication skills, developing Communications in the Engineering Disciplines program, coaching in a variety of professional communication skills

#### **July 2013 – present:**

**Lecturer in Management - Communications, Jones Graduate School of Business, Rice University**

Coaching in public speaking and business communication skills

#### **2008 – July 2013:**

**Lecturer in Business Communications and Management, Jones Graduate School of Business, Rice University**

Teaching communications and management courses at the Ph.D., Masters (MBA), and undergraduate levels:

#### **Graduate level:**

- Ph.D. – marketing and strategy groups - Elements of Business Communication
- Social Media in Business
- Leadership Communications
- Interpersonal Communications
- Crisis Communications
- Intercultural Communications
- Multiple workshops in management communication, public speaking, and writing skills, Intensive Learning Experience (ILE) workshops
- Action Learning Projects (ALP)

#### **Undergraduate level:**

- Business Minor course in Business Communications

My responsibilities also included curriculum development and traditional faculty service including serving on faculty committees.

**2004 – 2008:****Corporate Director of Regional Accreditation, Westwood College**

Responsible for preparing Westwood College for the regional accreditation by the Higher Learning Commission (HLC), of the North Central Association (NCA). Initiating and managing improvements to major academic and organizational processes, including:

- strategic and continuous improvement planning
- relationships with a variety of constituencies
- evaluation of institutional effectiveness
- program and course development
- learning assessment
- faculty governance
- faculty selection, training and development
- libraries and learning resources
- student services
- career services
- community relations

Responsible for overseeing work of the Director of Assessment and Institutional Evaluation at Westwood. Multiple improvements to Westwood College's key operations resulted in a successful HLC team visit in May-June 2007. The College received HLC Candidacy status in September 2007. At Westwood I managed 0.5 mil budget.

**2001 – 2004:****Vice President of Academic Operations, Jones International University (JIU)**

Developed and implemented processes for academic strategic planning, curriculum development, academic advising and learning assessment. Developed effective systems for online adjunct faculty training, development, and evaluation. Direct reports included Academic Chairs of the degree and certificate programs.

Specific responsibilities included:

- academic policy development and implementation
- strategic planning
- relationships with a variety of internal and external constituencies
- curriculum planning, development, and oversight of curriculum design
- online course review and revisions processes
- design, implementation and oversight of:
  - Academic Assessment: developing systems for student learning assessment, teaching evaluations, and program evaluations
  - Student Services: expansion of online learning resources, improvements in student retention and advising, creation of developmental courses and tutorials
  - Faculty Services: improvements in the faculty governance systems, faculty recruitment, training (peer mentoring) and faculty development
- hiring and managing academic chairs for graduate, undergraduate and certificate programs
- addressing issues related to students' and faculty grievances and disputes
- serving on a variety of academic and organizational committees including: program advisory boards, strategic planning, regional re-accreditation (successful re-accreditation in 2007), and technology committees.

At JIU I managed 1.5 mil budget.

## **1999 – 2001: Academic Chair, Business Communication Dept., Faculty Director, Jones International University**

Specific responsibilities included:

- management of the online MA and BA programs in Business Communication
- interim management of the MBA programs (from August 2000 until August 2001)
- selection, hiring and management of contractual Teaching Faculty - 68 active faculty in MA and BA programs
- special projects related to regional (NCA) accreditation process - successful HLC accreditation granted in March of 1999
- teaching a variety of courses in business communication and communication theory
- academic advising for over 250 students
- design and implementation of the MA Capstone process
- supervision of the MA in Business Communication Capstone projects as Chair and Capstone Committee member
- assisting JIU President and JIU staff in development, evaluation and improvement of JIU curriculum, pedagogy model and learning resources

## **1996 - 1999: Full-time Communication Faculty, Jones International University**

Specific responsibilities included:

- facilitation of the graduate and undergraduate on-line courses in business communication
- supervision of the MA level Capstone projects
- Advising graduate and undergraduate students
- In collaboration with the President/VP of Academic Programs and JIU staff, designed, developed, implemented and reviewed instructional materials for on-line course delivery. Participated in a variety of special projects related to the design of the on-line educational environments and regional (HLC-NCA) accreditation candidacy

## **1988 – 2001**

**Extensive teaching experience in both traditional and online classrooms**

Taught courses at the **New York University (1989-1991), College of New Rochelle (1988-1991) and Jones International University (1996-2001).**

### **Graduate Level Courses:**

- Dynamics of Person to Person Communication
- Understanding the Human Communication Process
- Team Effectiveness
- Perfecting the Presentation

### **Undergraduate Level Courses:**

- Mass Media and Society
- Communication Revolutions
- Media Criticism
- Communication Theories
- Introduction to Human Communication
- Negotiation and Conflict Resolution
- Organizational Communication

## PROFESSIONAL EXPERIENCE

**2004 – current: Consultant** on strategic planning, regional accreditation and learning assessment.

**1993 - 1996: Consultant** on business communication, customer service and HR training.

**1987-1993: Media Production Specialist**, New York Zoological Society (The Wildlife Conservation Society). Responsible for various aspects of production in BetaCam, 3/4" and 1" videotape, 16mm film, videodisk, multi-image slides, filmstrips, and multi-channel audio. Applications included curriculum materials for the Education Dept., media materials for the Public Relations Dept., and multimedia designs for the Exhibits & Graphic Arts Dept. Produced several award winning short films.

## PROFESSIONAL SERVICE

Peer reviewer for:

Administration Issues Journal: Education, Practice, and Research

International Journal of Cyber Society and Education

Media Ecology Journal

## PUBLICATIONS and PRESENTATIONS

Teaching Online - What are we changing? – peer reviewed presentation at 2001 joint meeting of the Popular Culture Association and the American Culture Association, Philadelphia, Pennsylvania, April 2001. (Available on ERIC)

Lessons in Change - JIU Case Study – presentation at EUNIS2001 Changing Universities - The Role of Technology, 7th International Conference of European University Information Systems. Berlin, March 2001.

Online Teaching Best Practices, - invited speaker at the International Conference on Learning and Teaching On-line, Guangzhou, China, January 2001.

JIU Model of Online Education, invited speaker at International Seminar on Shaping Education and Training in the New Millennium: Role of Information and Communication Technology, ISET 2000 UNIVERSITI TUN ABDUL RAZAK (UNITAR) Malaysia, July 2000.

Explorations in Media History, 32nd Media Ecology Conference, Saugerties, NY, April 1987

Designed several online courses and academic services sites, see list below.

Produced several nationally distributed film and video productions.

## SELECTED ONLINE COURSE DESIGNS

Web page elements of the following graduate and undergraduate courses:

Dynamics of Person to Person Communication

Human Communication

Team Effectiveness

Making Ethical Management Decisions

Design of the online environments:

Academic Advising Center

Faculty Center

New Faculty Center

Student Services

## **HONORS and MEMBERSHIPS**

Students' nomination for *Who's Who Among America's Teachers 2000 and 2004*

International Communication Association (ICA)

National Communication Association (NCA)

Eastern Communication Association (ECA)

International Association of Business Communicators (IABC)

Association of Business Communication (ABC)