

**Eric Carlson**  
**Senior Lecturer II**  
**University of Texas at Dallas**  
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**SUMMARY:**

- A teaching professor in communication studies dedicated to delivering core courses in face-to-face and web-based communities.
- Dedicated faculty member with engaged service to college and community.

**EDUCATION:**

***Master of Science, Communication***

Miami University, Oxford, OH

***Bachelor of Arts, Communication and English*** (double major)

Lindenwood University, St. Charles, MO

***Continuing Graduate Education:***

Interpersonal Communication, graduate course (3 credit hours)

Webster University Online, St. Louis, MO

**TEACHING EXPERIENCE (FULL-TIME)**

***Senior Lecturer II, Communication, 5/14 – Present***

University of Texas at Dallas, Richardson, TX

Develop and execute a variety of instructional modalities (online, hybrid, face-to-face) for the mandatory basic course.

***Professor of Communication Studies, 8/03 – 5/14***

Collin County Community College, Plano, TX

Courses taught: Fundamentals of Human Communication, Public Speaking, Business and Professional Communication, and Introduction to Mass Communication.

***Highlights include:***

- Professor of the Year, Collin Honors Institute, 2014
- Nominee, Outstanding Professor of the Year, 2012
- Developed the first online basic speech course for the college, 2008

**ADMINISTRATIVE EXPERIENCE:**

- Faculty Advisor to Sigma Chi Eta, Omega Chapter, The National Communication Association Students in Communication with Honors, driving chapter to the 2008 Chapter of the Year. (The organization is now Students in Communication Association.)
- Serve on curriculum assessment committees, hiring committees, and other departmental and college-wide shared governance initiatives.
- Evaluate and revise assessment tools for core courses to meet State higher education coordinating boards and SACS regional accreditation.

- Evaluate and mentor associate faculty.
- Technology Advisory Board, Pearson Education

#### **RECENT PAPERS/PRESENTATIONS:**

*“How Did I Get Here?: Examining The Unique Transition to the Community College through a lens of Relational Dialectics.”* Panelist at Eastern Communication Association, Boston, 2012.

*“Making the Most of MediaShare: Utilizing Web-based Video Through a Third-Party Learning Management System to Facilitate Public Speaking in Online Contexts.”* Session Facilitator, Eastern Communication Association, Boston, 2012

*“Things They Don't Tell You (Or Maybe They Do but it's Worth Repeating): Best Practices for Teaching Online.”* Facilitator, Faculty Development Conference, Collin College, 2013

*“Implementing A Communication Component into Core Courses (Core Objective Assessment Team)”* Roundtable Facilitator, Faculty Development Conference, Collin College, 2013

#### **PROFESSIONAL MEMBERSHIPS:**

National Communication Association  
 Southern States Communication Association  
 Western States Communication Association  
 Eastern Communication Association  
 Association for Educators in Journalism and Mass Communication  
 Texas Community College Teachers Association  
 Texas Faculty Association

#### **TEACHING EXPERIENCE/ADJUNCT FACULTY**

***Communication Instructor (adjunct), 8/97 – 5/99***

Tarrant County College, Fort Worth

Courses taught: Fundamentals of Communication, Public Speaking, and Business and Professional Speaking courses.

***Communication Instructor (lecturer), 9/91 – 3/97***

University of Cincinnati/Clermont College, Cincinnati

Courses taught: Effective Oral Communication, Persuasive Speaking, and Public Speaking courses.

#### **INDUSTRY EXPERIENCE:**

***Senior Development Editor/Communication, 10/01 – 07/03***

Wadsworth Publishers/Cengage Learning, San Francisco

Led development of student learning materials, including textbooks, supplemental materials, and media in Speech, Interpersonal, and Mass Communication disciplines. Created market

development plans for teams of authors and oversaw team activities. Analyzed and wrote manuscript review summaries, directing in-house production and design teams to meet product goals. Trained national sales force on product features, presenting products to faculty and product selection committees for review.

- Senior Editor for the best-selling and highly successful Interpersonal Communication text, *Looking Out/Looking In*, by Ron Adler.
- Edited numerous other titles, such as *Video Basics 4/e* by Herb Zettl, *Communication Mosaics 3/e* by Julia T. Wood, *Public Speaking in a Diverse Society 4/e*, by Clella Jaffe, *Media Impact 7/e* by Shirley Biagi, and *Media Now 4/e* by Straubhaar/LaRose.

***Relationship Manager, 2/00 – 1/01***

WebLink Wireless, Dallas

Developed and maintained business relationships in national accounts strategic business unit. Conceived ideas for business growth and development, securing new accounts, and tailoring offerings to identified client need.

***Account Representative, Dallas, 12/98 – 2/00***

St. Martin's College Publishing Group, New York

Served as publisher's representative for texts, supplements, and multimedia products to faculty at 34 colleges and universities throughout Texas, developing relationships and increasing sales. Presented and demonstrated products to faculty adoption committees and trained faculty on new media products to ensure total customer satisfaction.

***Senior Development Editor, 3/97- 12/98***

Harcourt Brace College Publishers, Fort Worth

Developed speech communication textbooks and supplements based on information gathered by conducting national focus groups with educators. Identified key author and manuscript opportunities for ancillaries and presented products to educators and national sales force.

***Development Editor, 3/88 – 3/97***

South-Western College Publishers /Cengage Learning, Cincinnati

Develop college texts, supplements, and media products in business education disciplines. Achieved 100% publication deliverables. Managed multiple in-house publishing teams and freelance editors.