

# MELINDA JONES MICHELETTO

338 Stokely Management Center - The University of Tennessee - Knoxville, TN 37996  
mjmicheletto@utk.edu  
802-999-6966

## EDUCATION

**Ph.D., Business Administration, The University of Tennessee**, Knoxville, Tennessee (2003).

Concentration: Marketing (Consumer Behavior), Minor: Psychology/Advertising

Dissertation: "The Meaning of Sport-Related Events in the Process of Becoming and Being a Fan: A Grounded Theory Study of Highly Committed Sport Fans"

**M.B.A., Ball State University**, Muncie, Indiana (1989).

**B.S., Marketing, Virginia Tech**, Blacksburg, Virginia (1986).

## RESEARCH INTERESTS

Sensory Marketing; Experiential Learning; Instructional Technology/Pedagogy; Volunteer/Donor Motivations; Sport Marketing (Fan support/loyalty); Source Effects (Congruity; Celebrity/Athlete endorsement); Customer Satisfaction

## TEACHING INTERESTS

Consumer/Buyer Behavior; Sensory Marketing; Principles of Marketing; Marketing Management; Consulting; Sport Marketing; Promotion/Advertising; Market Research; Qualitative Insights

## COURSES TAUGHT

Qualitative Insights (MS program) (2023, 2024)  
Consumer Behavior (1989-1999, 2003-2004, 2006-2012, 2017-present)  
Exploring Contemporary Issues in Consumer Behavior (2021-present)  
MBA Practicum (2014-2015)  
Managerial Consulting (2014)  
Marketing Management (2009-2012)  
Consultants for Organizational Problem Solving (2008-2009, 2011)  
Principles of Marketing (1989-1996, 2000-2012, 2017)  
Sport Marketing (2005-2008, 2012, 2014)  
Marketing Research/Marketing Analytics (1992, 2018)  
Introduction to Business / Foundations of Business (1991-1996, 2006-2007)  
Business Policy & Problems (1991, 1995, 1996)  
Salesmanship (1991-1994)  
Real Estate Marketing (1993)  
Sales Management (1992)

# Melinda Jones Micheletto

## ACADEMIC POSITIONS

|                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|--------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2017-present                                     | <p><b><u>Full Teaching Professor, Undergraduate Curriculum Coordinator &amp; Lee and Allison Herring Endowed Teaching Fellow in Marketing</u></b>, Department of Marketing, Haslam College of Business, The University of Tennessee, Knoxville, TN.</p> <p>*NOTE: Promoted from Senior Lecturer to Full Teaching Professor in June 2025.</p> <p>*NOTE: Promoted from Lecturer to Senior Lecturer in June 2021.</p> <ul style="list-style-type: none"> <li>• Qualitative Insights *MS program* (2023, 2024)</li> <li>• Consumer Behavior (2017-present).<br/>*Face-to-Face, Remote synchronous, Asynchronous</li> <li>• Exploring Contemporary Issues in Consumer Behavior (2021-present).</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Leader                                           | Marketing & International Business in Iceland, UTK Study Abroad (2023, 2024).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Co-Leader                                        | Marketing & International Business in Australia, UTK Study Abroad (2019).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Committees/<br>Department/<br>College<br>Service | <p><u>Co-Chair</u>. Faculty Search Committee. Department of Marketing. (2024)</p> <p><u>Honors Thesis Advisor</u>. Smith Global Leadership Scholars Program, Haslam College of Business (2018-2019, 2020-2021, 2021-2022).</p> <p><u>Title IX Advisor</u>. Office of Title IX. (2020-present).</p> <p><u>Chair, Student Life Hearing Officer, Board Member</u>. Office of Student Conduct &amp; Community Standards. (2017-present).</p> <p><u>Evaluator</u>. Peer Teaching Review Committee. Marketing Department (2021-present).</p> <p><u>Digital Faculty Consultant</u>. Technology-Enhanced Education. (2023-present)</p> <p><u>Advisor</u>. XHunger UTK Club. (2022-2023).</p> <p><u>Course Champion</u>. Consumer Behavior. Marketing Department (2017-present).</p> <p><u>Chair</u>. Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) Assessment. Marketing Department. (2018-2022).</p> <p><u>Wellness Champion</u>. UTK Be Well Initiative. (2020-2022).</p> <p><u>Member</u>. Marketing Department Undergraduate Work Group. (2020-2021).</p> <p><u>Faculty Mentor</u>. BUAD 100 Course, Haslam College of Business (2018).</p> |
| 2017                                             | <p><b><u>Adjunct Associate Professional Specialist</u></b>, Department of Marketing, Mendoza College of Business, University of Notre Dame, Notre Dame, IN.</p> <ul style="list-style-type: none"> <li>• Principles of Marketing (spring 2017).</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 2014-2015                                        | <p><b><u>Interim MBA Practicum Director</u></b>, University of Massachusetts, Isenberg School of Management, MBA Program, Amherst, MA.</p> <ul style="list-style-type: none"> <li>• Sourced MBA Practicum projects &amp; Maintained client relations (fall 2014/spring 2015).</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Committees/<br>College<br>Service                | <p><u>Core MBA Faculty Member</u>. (fall 2014).</p> <p><u>Faculty Advisor</u>, Innovation Challenge. (fall 2014).</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

## Melinda Jones Micheletto

### **Lead Instructor, University of Massachusetts, Isenberg School of Management, MBA Program, Amherst, MA.**

- Managerial Consulting (fall 2014).
  - Coordinated efforts of 2 other faculty members to introduce new course offering in the MBA program.
  - Sourced and managed 3 client projects / Faculty Advisor: 6 project teams.

### **Lecturer, University of Massachusetts, Isenberg School of Management, Mark H. McCormack Department of Sport Management, Amherst, MA.**

- Sport Marketing (spring 2014).

2013-2015

### **MBA Practicum Faculty Advisor, University of Massachusetts, Isenberg School of Management, MBA Program, Amherst, MA.**

- Assisted MBA Practicum Director in sourcing client projects (fall 2013).
- Faculty Advisor: 3 project teams (spring 2015), 5 project teams (spring 2014).

2010-2012

### **Associate Professor, Department of Business Administration & Accounting, Saint Michael's College, Colchester, VT.**

Committees/  
College  
Service

Enrollment & Marketing Committee. (2011-2012).  
Faculty Search Committee. Management. (2011-2012).  
Chapter President. Sigma Beta Delta, International Honor Society of Business, Management, and Administration. (2009-2012).  
Pilot Program Participant. Turning Technologies. (2009-2011).  
Pilot Program Participant. Tegrity, Inc. (Lecture capture). (2009-2011).  
Faculty Affiliate. Women's Cross Country, SMC Athletics. (2009-2012).  
Academic Integrity Committee. (2005-2012).  
Staff Leader. Best Friends Animal Society, Kanab, Utah. Extended service trip through M.O.V.E. Program. (January 2011)

Advising

Academic Advisor for more than 30 undergraduate students per year.

2005-2010

### **Assistant Professor, Department of Business Administration & Accounting, Saint Michael's College, Colchester, VT.**

- Introduced 4 new courses into the curriculum:
  - Marketing Management,
  - Sport Marketing,
  - Consumer Behavior, and
  - Consulting for Organizational Problem Solving (COPS).
- Sourced and managed more than 30 clients (non-profit, small business, and/or local) with which Marketing/Consulting students worked directly.

Committees/  
College  
Service

Judicial Review/Academic Integrity Committee. (2009-2010).  
Who's Who Selection Committee. (2009).  
Teaching Resources Committee. Generated Self-Study Assessment Report for NEASC accreditation. (2007-2009). Chair (2008-2009).  
Head Coach Search Committee. (Men's Soccer), SMC Athletics. (2008).  
Faculty Search Committee. Finance. (2007-2008).

## Melinda Jones Micheletto

Athletic Advisory Committee. (2006-2008).

Enrollment Management Committee. Designed survey to examine marketing aspects of the College, presented survey to Board of Trustees. (2006-2007).

Summer Registration. (2006-2010).

Thesis Advisor. MSA Program, Saint Michael's College (2006).

Advising Academic Advisor for more than 30 undergraduate students per year.

**2005** **Lecturer, School of Business Administration,**  
**The University of Vermont, Burlington, VT.**

- Sport Marketing (spring and summer).

**2003-2004** **Visiting Assistant Professor, Department of Marketing,**  
**University of Notre Dame, Notre Dame, IN.**

\*NOTE: Promoted from Visiting Instructor to Visiting Assistant Professor in 2003.

- Principles of Marketing and Buyer Behavior.
  - Developed and maintained course web pages for all classes.
- Participated in Community Learning groups.

Committees/  
College  
Service Departmental Representative. Office of Admissions Open House events.  
Faculty Recruiter. Notre Dame Athletics. Assisted with recruitment activities (football, men's lacrosse, women's swimming). (2003-2004).  
Advisor. Business Plan Competition. (2003-2004).  
Senior Thesis Advisor. Gender Studies Program. (2003).

**2001-2003** **Visiting Instructor, Department of Marketing,**  
**University of Notre Dame, Notre Dame, IN.**

- Principles of Marketing and Buyer Behavior.
- Participated in Community Learning groups.

Committees/  
College  
Service Departmental Representative. Office of Admissions Open House events.  
Faculty Recruiter. Notre Dame Athletics. Assisted with recruitment activities (football, men's lacrosse, women's swimming). (2002-2003).

**2000** **Instructor, Department of Marketing,**  
**University of Northern Colorado, Greeley, CO.**

- Principles of Marketing.

**1996-1999, 2001** **Graduate Teaching/Research Associate, Department of Marketing &**  
**Logistics, The University of Tennessee, Knoxville, TN.**

- Consumer Behavior & Principles of Marketing.
- Supported faculty members with on-going research projects.

College  
Service Fellow, Graduate Teaching Assistant Mentoring Program, The University of Tennessee. Assisted faculty mentor in preparing seminar material and bi-weekly meetings. (1996-1998).

## Melinda Jones Micheletto

1991-1996

**Instructor, Department of Management/Marketing,  
Morehead State University, Morehead, KY.**

- Marketing Principles, Consumer Behavior, Marketing Research, Introduction to Business, Business Policy & Problems, Salesmanship, Sales Management, Real Estate Marketing.

Committees/  
College  
Service

External Relations. Organized fund raising activities which included an alumni phone-a-thon that raised over \$6,000. Developed data base to keep up-to-date information on recent College of Business graduates.

Marketing Exit Interview Committee. Initiated and organized a focus group strategy to evaluate the marketing program's performance. Developed a survey for students preparing to graduate, performed basic statistical analysis of the survey results, reported results to Department Chair for further evaluation.

Faculty Search Committee. Reviewed over 100 applications for Professor of Marketing position, interviewed the final candidates.

Internal Relations. Hosted the annual honors banquet for our spring graduates, selected an alumnus to serve as guest speaker, organized a menu, and notified and invited the parents of the students being honored. Developed and analyzed a faculty survey to determine interest in faculty-student activities.

Group Facilitator/Grant Writer, Federal EZ/EC Grant. (1994).

Co-Advisor, Leadership Development Program. Created and administered a program designed for academic scholarship recipients from the region. The primary goal of the program was to develop leadership skills so students could aid in the economic development of the region. (1993-1995).

Advising Responsible for advising more than 25 undergraduate students per year.

1989-1991

**Instructor, Marketing/Hotel Restaurant Management Department,  
James Madison University, Harrisonburg, VA.**

- Marketing Principles, Promotion, Consumer Behavior, and Advertising.

Advisor

James Madison University Advertising Association. Supervised club members on community projects; coordinated and facilitated monthly meetings.

Committee

James Madison University Honor Council. Served on the university-wide council which processed allegations of academic misconduct; reported information to members in the department.

1988-1989

**Research/Teaching Assistant, Marketing Department,  
Ball State University, Muncie, IN.**

Conducted research for assigned professors, taught classes for professors, assisted in the development and layout of Selling & Sales Management Club calendars, graded exams and reports, proctored exams, and advised students.

## Melinda Jones Micheletto

### AWARDS AND HONORS

|          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Teaching | <b>2023</b> Recipient – Lee and Allison Herring Endowed Teaching Fellow in Marketing<br><b>2018</b> Nominee: Chancellor’s Excellence in Teaching Award, Univ. of Tennessee.<br><b>2010</b> Student Appreciation Award, Saint Michael’s College.<br><b>1999</b> Recipient - Graduate Teaching Associate (GTA) Award, Univ. of Tennessee.<br><b>1999</b> Recipient - Golden Apple Award, AMA Student Chapter, Univ. of Tennessee.<br><b>1998</b> Finalist - Graduate Teaching Associate (GTA) Award, Univ. of Tennessee.<br><b>1995</b> Nominee - Distinguished Teacher Award, Morehead State University.    |
| Other    | <b>2007</b> Featured in <u>SMC Magazine</u> , <i>In the Classroom</i> , Saint Michael’s College.<br><b>2006</b> McGrath Summer Research Grant, Saint Michael’s College.<br><b>2006</b> Sigma Beta Delta National Honor Society, Saint Michael’s College.<br><b>2001</b> Recipient - Scholarly Research Grant Program, Univ. of Tennessee.<br><b>1998</b> Beta Gamma Sigma National Honor Society, Univ. of Tennessee.<br><b>1997</b> Southern Marketing Association Doctoral Consortium, Annual Conference.<br><b>1996-1999</b> College of Business Alumni & Friends Fellowship Award, Univ. of Tennessee. |

### UNDERGRADUATE HONORS THESIS ADVISOR

|           |                                                                                                                                |
|-----------|--------------------------------------------------------------------------------------------------------------------------------|
| 2021-2022 | Claire Donelan. “ <i>How Negative is Instagram? A Study of Body Positivity Through Hashtags</i> ”                              |
| 2020-2021 | Kathryn O’Donnell. “ <i>Profiling the Organic Consumer and The Change in Media Behavior for Organic Consumers Since 2012</i> ” |
| 2018-2019 | Layla Mosadegh. “ <i>The Next Generation: Looking at UTK Students’ Potential Future Engagement with GSMNP</i> ”                |

### CONFERENCES/TRAINING

|             |                                                                                                                                      |
|-------------|--------------------------------------------------------------------------------------------------------------------------------------|
| <b>2012</b> | <b><u>Presenter</u></b> , Teaching Professor Conference, Washington, D.C. (June).                                                    |
| <b>2011</b> | <b><u>Mentor/Facilitator</u></b> , Teaching With Technology Workshop, Saint Michael’s College, Colchester, Vermont (June).           |
| <b>2011</b> | <b><u>Presenter</u></b> , Turning Technologies User’s Conference, Nashville, Tennessee (April).                                      |
| <b>2010</b> | <b><u>Presenter</u></b> , Turning Technologies User’s Conference, Boston, Massachusetts - Harvard University (October).              |
| <b>2009</b> | <b><u>Attendee</u></b> , Turning Technologies User’s Conference, Las Vegas, Nevada – The University of Nevada - Las Vegas (October). |
| <b>2009</b> | <b><u>Workshop Participant</u></b> , Teaching with Technology Workshop, Saint Michael’s College (June).                              |
| <b>2007</b> | <b><u>Workshop Participant</u></b> , Problem-Based Service-Learning Institute, Middlebury College, Middlebury, Vermont (January).    |

**BUSINESS, CONSULTING, AND OUTREACH EXPERIENCE**

- 2015 – 2017**                      **Trustee**, Clarke Schools for Hearing and Speech, Northampton, Massachusetts.
- 2012 – 2017**                      **Performance & Development Specialist**, MJM Solutions Group (owner/operator), Hadley, Massachusetts.
- Create program-specific content for on-site and online courses and workshop materials. Assess needs, design, implement and evaluate training programs using adult learning principles/theories. Design instructional materials for train-the-trainer programs. Facilitate and mentor learning/adoption of response technology systems.
- Grain Elevator and Processor Society (GEAPS) Omaha Exchange, Omaha, Nebraska, February 2014.
    - “Transforming Training Environments: Utilizing Learning Strategies to Assess Knowledge & Engage Learners.”
  - University of Saskatchewan, Saskatoon, Saskatchewan, CANADA, August 2013.
    - “Pedagogical Benefits of Using Turning Point: Incorporating Learning Theories into Interactive Presentations”
    - “To Assessment & Beyond: Creative Questioning”
    - Offered Hand-on Workshop
  - Perdue AgriBusiness, Salisbury, Maryland, May 2013.
    - “Effectively Incorporating Response Technology into Employee Training Programs”
  - Employers Resource Council (ERC), Mayfield Village, Ohio, May 2013.
    - “Training by Engaging: Enhancing Learning & Improving Retention using Response Technology”
    - “Developing Effective Questions”
  - Marine Corps Air Station, Cherry Point, North Carolina, February 2013.
    - “Pedagogy & Best Practice”
    - “Developing Effective Questions”
    - Offered Hands-on Workshop
  - U.S. Army Ordnance School, Fort Lee, Virginia, January 2013.
    - “Pedagogy & Best Practice: Supporting the Army Learning Model 2015”
    - “Developing Effective Questions”
    - Offered Hands-on Workshop
  - Chrysler Corporation, Sterling Heights, Michigan, January 2013.
    - “Pedagogical Benefits of Using Response Technology”
    - “Creative Questioning”

## Melinda Jones Micheletto

- 2009 - 2013**      **Distinguished Educator**, Turning Technologies, Inc., Youngstown, Ohio & Turning Technologies, Canada, Barrie, Ontario, Canada.  
Accompanied sales rep and presented to over 100 educational institutions, corporations, and government agencies. Indirectly increased sales an average of \$300,000/year. Presentations demonstrated how response technology could be used as a learning solution in various learning environments.
- 2010**      **Educational Consultant (Higher Ed & Corporate/Government Division)**, Turning Technologies, Youngstown, Ohio.  
Prepared/Revised/Conducted demos to prospective clients; Conducted research/case studies; Assisted Account Executives in research on prospective clients; Explained/Demonstrated the educational value of Turning products to customers.
- 2009**      **Event Planner/Host**, (with Humane Society of Chittenden County), American Humane Association - Animal Emergency Services Training Workshop, Colchester, Vermont (July).
- 2009**      **Advisor**, Yellow Pages Advertising Challenge, Saint Michael's College (spring).
- 2008-2012**      **Consulting Project Manager**, Saint Michael's College.  
(see list below).

|                                     |                                            |
|-------------------------------------|--------------------------------------------|
| Blythe Visual                       | On Track Health & Fitness                  |
| Donate Life Vermont                 | Orange Mountain, Inc. (True Body Products) |
| Espire Personal Training Studio     | Outright Vermont                           |
| Espresso Express                    | Personal Fitness Interiors                 |
| Gardner & Gardner Realty            | Pot Luck Puzzles                           |
| Green Mountain Animal Defenders     | Rhino Foods (Chessters)                    |
| GymKids Academy, Inc.               | Sowa's Active Learning Products            |
| Humane Society of Chittenden County | Therapy Dogs of Vermont                    |
| Ink Media, Inc.                     | United Way of Chittenden County            |
| Inspire Physical Therapy            | Unleashed                                  |
| Jared Williams Foundation           | Vermont Sandwich Company                   |
| Lake Champlain Chocolates           | Vermont State Company                      |
| Lenny's Shoe & Apparel              | Vermont Teddy Bear Company                 |
| Michael Kehoe, Ltd.                 | Vermont Tent Company                       |
| Northern Lights Rock & Ice          | Winooski Community Center                  |
| Occasions Catering                  | WWPV – The Mike                            |
| Online Computer Fixer (Tech-Rx)     | Local Dog Training Service (To Be Named)   |

- 2007 – 2009**      **Advisory Council**, Bixby & Associates, Williston, Vermont.

## Melinda Jones Micheletto

- 2006 – 2012**      **Internship Advisor**, Saint Michael's College.
- Brandthropology, Burlington, Vermont (spring 2012)
  - FOX 44/ABC 22, Burlington, Vermont (spring 2012)
  - Stride Creative Group, Burlington, Vermont (spring 2011)
  - Marketing & Communications, Saint Michael's College (spring 2011)
  - Rome Snowboards, Burlington, Vermont (spring 2010)
  - Emily Post Foundation, Burlington, Vermont (spring 2010)
  - Make-A-Wish Foundation, Burlington, Vermont (fall 2008-spring 2009)
  - AG Edwards, Burlington, Vermont (fall 2007)
  - Fuse Marketing, Burlington, Vermont (spring 2007)
  - Media Mark Entertainment, New York City, New York (fall 2006)
  - Clear Channel Communication, Burlington, Vermont (spring 2006)
- 2006 – 2008**      **Board of Directors**, Humane Society of Chittenden County, Burlington, VT.
- **Co-Chair**, Community Relations Committee (2006-2008).
- 2004-2012**      **Owner/Operator**, Four Paws Pet Care, Burlington, VT. Developed small business specializing in care for dogs and cats; developed marketing plan, perform all accounting and financial management tasks, manage customer data base; provide exercise and pet care, administer medications as necessary, offer over-night support and house checks for out-of-town clients; provide feedback to owner regarding pets behavior/well being.
- 1997-1999**      **Research Associate**, Supply Chain Sales Forecasting Audit Team, University of Tennessee. Conducted in-depth interviews with employees associated with sales forecasting. Evaluated sales forecasting processes, systems, and management practices according to previous benchmark studies.
- 1995 – 1996**      **Board Member**, Adult Basic Education and Literacy Advisory Board (ABEL), Adult Learning Center, Morehead, KY. Evaluated past programs; planned future programs, appointed to Public Relations Committee; generated information to be discussed during a round table on WMKY (local radio station); submitted information for newspaper articles regarding fund raising events; recommended and recruited community persons to serve as guest speakers.
- 1995 – 1996**      **Facilitator**, C.O.P.E. (Challenging Outdoor Personal Experience), Morehead State University, Morehead, KY. Designed, built, and conducted outdoor leadership workshops for various athletic teams at the University, facilitated learning and team building strategies.
- 1993-1996**      **Market Analyst**, Center for Community and Economic Development, Morehead State University, Morehead, KY. Analyzed the needs of the communities in MSU's 22-county service region, facilitated community meetings, provided economic development information to the region, trained community members in economic development, represented MSU at various Chamber of Commerce events.

## Melinda Jones Micheletto

**1993 – 1994**      **Consultant**, Hypac, Inc., Flemingsburg, KY. Performed Market Audit for hydraulic manufacturer, identified more than a dozen potential new markets and more than a dozen potential new customers for the firm.

### SERVICE TO THE PROFESSION

**2007**      **Article Reviewer**, Society for Consumer Psychology. Reviewed manuscripts for the Annual (February 2008) Conference.

**2007**      **Textbook Reviewer**, Thomson South-Western Publishing. Reviewed Consumer Behavior textbook, Chapter 3 (“Perception”).

**2005, 2007**      **Reviewer**, Marketing Education Review. Reviewed manuscripts for publication in the Special Issue (summer 2006/2008) on Teaching Innovations.

### SCHOLARSHIP

#### *JOURNAL ARTICLES*

Micheletto, Melinda J., (2011), “Conducting a Classroom Mini-Experiment Using an Audience Response System: Demonstrating the Isolation Effect,” *Journal of College Teaching & Learning*, Vol. 8, Issue 8 (August).

NOTE: This article has been cited 15 times. (GoogleScholar).

Micheletto, Melinda J., (2011), “Using Audience Response Systems to Encourage Student Engagement And Reflection On Ethical Orientation And Behavior,” *Contemporary Issues in Education Research*, Vol. 4, Issue 10 (October).

NOTE: This article has been cited 26 times. (GoogleScholar).

Jones, Melinda J. and David W. Schumann (2000), “The Strategic Use of Celebrity Athlete Endorsers In *Sports Illustrated*: An Historical Analysis,” *Sport Marketing Quarterly*, Vol. 9, Issue 2, p. 65-76.

NOTE: This article has been cited 133 times. (GoogleScholar).

#### *PROCEEDINGS ARTICLES*

Micheletto, Melinda J. (2006), “The Role Of Significant Personal Affiliation In Becoming And Remaining A Fan: A Grounded Theory Study Of Highly-Committed Sport Fans,” Society for Consumer Psychology conference, Miami, Florida, February.

Neeley, Sabrina M. and Melinda J. Jones (1998), “‘Toon-ing In’: Psychological Considerations When Using Spokes-Characters in Child-Targeted Advertising,” Society for Consumer Psychology conference, Austin, Texas, p. 44-49.

Harford, Michael and Melinda J. Jones (1996), “Affirming With Afterthoughts: A Case Study and Criticism of a Minority Recruitment Program,” 9<sup>th</sup> Annual Conference of the Recruitment and Retention of Minorities in Education, Lexington, Kentucky.

**BOOK CHAPTER & SUPPLEMENTS**

Jones, Melinda J. and David W. Schumann (2004), "The Strategic Use of Celebrity Athlete Endorsers In Print Media: A Historical Perspective," In L. Kahle & C. Riley (Eds.), *Sports Marketing and Consumer Psychology*, Hillsdale, NJ: Lawrence Erlbaum Associates.

Bertsch, Tom, Melinda J. Jones, and Sandra Pass (1993), Discovering Marketing: Building Knowledge, Skills, and Values, 1<sup>st</sup> Edition (South-Western Publishing Co., Cincinnati, OH), 153 pages. ISBN 0-538-82608-8. Supplement to Marketing, Lamb, Hair, & McDaniel.

**PRESENTATIONS**

Keynote Addresses:

"Incorporating Learning Theories into Interactive Presentations" and "To Assessment & Beyond: Creative Questioning"

- Saint Mary's University, Halifax, Nova Scotia, CANADA, September 2013.
- Georgian College, Barrie, Ontario, CANADA, September 2013.

"Effectively Incorporating Response Technology into Employee Training Programs," 4th Annual RCI Safety User Conference, Kansas City, Missouri, February 2013.

"Effectively Incorporating Response Technology into any Learning Environment," Turning Technologies User's Conference, Miami, Florida, November 2012.

"Enhancing Learning & Increasing ROI using Response Technology," Learning Forum.

- Ryerson University, Toronto, Ontario, CANADA, June 2013.
- Carleton University, Ottawa, Ontario, CANADA, June 2013.
- Red River College, Winnipeg, Manitoba, CANADA, May 2013.
- Vancouver Community College, Vancouver, British Columbia, CANADA, April 2013.
- University of Maryland-Baltimore County, Baltimore, Maryland, January 2013
- Mesa, Arizona, January 2013
- Government of Newfoundland – Rural Secretariat, St. John's, Newfoundland, CANADA, December 2012
- Buffalo State College, Buffalo, New York, November 2012
- Columbus, Ohio, November 2012
- Seattle, Washington, October 2012
- Raleigh, North Carolina, September 2012
- Charlotte, North Carolina, September 2012
- Duquesne University, Pittsburgh, Pennsylvania, August 2012
- Minneapolis, Minnesota, August 2012

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- Career Builder, Chicago, Illinois, May 2012.
- Dayton, Ohio, May 2012.
- Alexandria, Virginia, April 2012.
- Houston, Texas, April 2012.

“Pedagogical Benefits of Using Response Technology,” Learning Forum.

- University of Massachusetts-Lowell, Lowell, Massachusetts, January 2013.

“Pedagogical Benefits of Using TurningPoint,” Learning Forum.

- Youngstown State University, Youngstown, Ohio, March 2012.
- Northeastern University, Boston, Massachusetts, February 2012.

“Enhancing Learning & Increasing ROI Using Response Technology.”

- RCI-Safety & Health Committee Conference, Kansas City, Missouri, February 2012
- Associated General Contractors of America (ACIG), Safety & Health, Conference and Convention, San Antonio, Texas, January 2012.

“Using Turning Point as a Learning Solution,” Corporate Learning Forum.

- The Children’s Medical Center of Dayton, Dayton, Ohio, December 2011
- San Antonio, Texas, July 2011.
- Silver Spring, Maryland, March 2011.
- Atlanta, Georgia, October 2010.

“Using Turning Point Response System as a Learning Solution,” Turning Technologies User’s Conference, San Diego, California, October 2011.

“Using a Response System as a Learning Solution,” ACIG Safety/Claims Management Conference, San Diego, California, September 2011.

“How Do People Learn? Enhancing the Training Environment,” 17th Annual Willis Construction Risk Management Conference, April 2011.

### Invited Speaker:

“Your Personal Brand Statement – Perfecting Your Elevator Pitch,” Women Business Owners Network, Burlington, Vermont, February 2016.

“Transforming Training Environments with Response Technology,” Colorado Safety Association – Rocky Mountain Health & Safety Conference, Westminster, Colorado, May 2013.

“Enhancing Learning & Encouraging Engagement using Response Technology,” United States Department of Justice, Washington, DC, September 2012.

“Effectively Incorporating Response Technology into Employee Safety Training Programs,” American Industrial Hygiene Association – Rocky Mountain Section (AIHA-RMS) / American Society of Safety Engineers (ASSE) Colorado Chapter –

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18<sup>th</sup> Annual Fall Technical Conference: “Joining Forces-Sharing Knowledge,”  
Arvada, Colorado, September 2012.

“Enhancing Learning & Increasing ROI using Response Technology,” Turning  
Technologies-Canada, Barrie, Ontario, Canada, August 2012.

“Enhancing Learning & Increasing ROI Using Response Technology,”  
International Finance Corporation (IFC)/WorldBank, Washington, D.C., April  
2012.

“Enhancing Learning using Response Technology.”

- Southern California Technology in Education Conference, CSU-Dominguez  
Hills, Carson, California, April 2012

“Creative Questioning,” Turning Technologies Sales Seminar, Youngstown, Ohio,  
March 2012.

“Response Systems: One Trick Pony?”

- RCI Safety, Kansas City, Missouri, February 2012

“Elucidating Learning for Mutual Success of Students & Faculty.”

- Faculty Professional Development Center, Kent State University, Kent,  
Ohio, December 2011.

“Enhancing the Learning Environment Using Response Technology.”

- University of Indianapolis, Indianapolis, Indiana, January 2012.
- Turning Technologies Sales Seminar, Youngstown, Ohio, December 2011.

“Using Audience Response as a Learning Solution.”

- Danis Corporation, Dayton, Ohio, December 2011.
- Miller Heiman Sales Performance Summit, New Orleans, Louisiana,  
November 2011.
- National Center for Construction Education and Research (NCCER)  
Conference, Gainesville, Florida, September 2011.
- American Industrial Hygiene Association – Rocky Mountain Section  
(AIHA-RMS) / American Society of Safety Engineers (ASSE) Colorado  
Chapter – 17<sup>th</sup> Annual Fall Technical Conference: “Joining Forces-Sharing  
Knowledge,” Arvada, Colorado, September 2011.
- Indiana Wesleyan University, Marion, Indiana, August 2011.
- Associated Colleges of the Twin Cities Conference, Hamline University,  
Saint Paul, Minnesota, May 2011.
- Indiana University, Bloomington, Indiana, April 2011.
- Delta Airlines, Atlanta, Georgia, March 2011.
- Boston University, Boston, Massachusetts, March 2011.
- Community College of Rhode Island, Warwick, Rhode Island, February  
2011.
- “Power Up Your Pedagogy” Symposium, IUPUI, Indianapolis, Indiana,  
February 2011.

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- Webinar for Account Executives - Turning Technologies - Canada, January 2011.
- Syracuse University, Syracuse, New York, November 2010.
- Virginia College-Birmingham, Birmingham, Alabama, November 2010.
- Professional and Organizational Development Network in Higher Education (POD) Conference, St. Louis, Missouri, November 2010.
- CUNY-Lehman College, Bronx, New York, October 2010.

“Engaging Students with Clickers: Promoting Pedagogy Through Technology,” Indiana Association of Social Work Educators (IASWE), IUPUI-Indianapolis, Indianapolis, Indiana, September 2011.

“Teaching By Questioning,” Associated Colleges of the Twin Cities Conference, Hamline University, Saint Paul, Minnesota, May 2011.

“Where Pedagogy Meets Practice” & “Assessment and Data Collection Using Audience Response Systems” (Two Part Series), Eastern Illinois University, Charleston, Illinois, September 2010.

“Constructing Clicker Questions,” “Using SRS to move Pedagogy into Practice,” “Using Clicker Data for Analysis and Instruction” (Three Part Series), The University of Iowa, Iowa City, Iowa, August 2010.

“Using Clickers in the Classroom.”

- Central Connecticut State University, New Britain, Connecticut, August 2010.
- The University of Northern Iowa, Cedar Falls, Iowa, August 2010.
- The University of Rhode Island, Kingston, Rhode Island, April 2010.

“COPS (Consulting for Organizational Problem Solving) Class: What We Do, How It Works,” with Robert Kenny, Vermont Consultants Network, South Burlington, Vermont, April 2008.

“Davis Grant Orientation Seminar,” Board of Trustees, Saint Michael’s College, January 2008.

### Conference Presentations:

“Applying Constructivism and Just-in-Time Teaching to Address Learning Gaps with Response Technology,” Society for Teaching in Higher Education (STLHE), Cape Breton University, Cape Breton, Nova Scotia, CANADA, June 2013.

“Transforming Training Environments with Response Technology,” Nexlearn's 2<sup>nd</sup> Annual Immersive Learning University Conference and Symposium, San Antonio, Texas, January 2013.

“Enhancing Learning & Increasing ROI using Response Technology,” The 41<sup>st</sup> Annual Society of Pharmaceutical & Biotech Trainers Conference (SPBT), New Orleans, Louisiana, June 2012.

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“Engaging Students & Enhancing Learning with Response Technology,” The Teaching Professor Conference, Washington, D.C., June 2012.

“Using an Audience Response System as a Learning Solution,” Conference on Instruction & Technology (CIT), SUNY-Stony Brook, Stony Brook, NY, June 2012.

“Response Systems – To Assessment and Beyond,” Turning Technologies User’s Conference.

- San Diego, California, October 2011.
- Nashville, Tennessee, April 2011.

“Using Audience Response Systems to Encourage Learner Engagement and Reflection Regarding Sensitive or Controversial Topics,” Turning Technologies User’s Conference, Harvard University, Cambridge, Massachusetts, October 2010.

“Learning by Doing: Bringing the Community into the Classroom,” Virtual Presentation, International Conference of Education, Research and Innovation, Madrid, Spain, November 2009.

“Student-Athletes and Non-Athletes: Not So Different When It Comes to Volunteer Participation and Motivations to Volunteer,” with Carolyn A. Whitney, poster presented to American Psychological Association annual conference, Toronto, Canada, August 2009.

“Measures of Positive Psychology and Volunteer Motivations among College Students,” with Carolyn A. Whitney, poster presented to American Psychological Association annual conference, Toronto, Canada, August 2009.

“Personal Affiliation and Becoming a Fan: A Grounded Theory Study of Highly Committed Sport Fans,” Sport Marketing Association, Memphis, Tennessee, November 2004.

“A Comprehensive Model of Fan Loyalty: A Focus on Behaviors and Consequences,” with David W. Schumann. Special Topics Panel Chair: *The Psychological Determinants and Behavioral Consequences of Fan Identity and Fan Loyalty*, Society for Consumer Psychology Winter Conference, Scottsdale, Arizona, February 2001.

“The Strategic Use of Celebrity Athlete Endorsers in Print Media,” with David W. Schumann, 17<sup>th</sup> Annual Advertising & Consumer Psychology Conference: Sports Marketing, Portland, Oregon, 1998.

### Webinars:

“Transforming Training Environments with Response Technology”

- Turning Technologies, Youngstown, Ohio, January, 2013.
- C3 Softworks, Minneapolis, Minnesota, October 2012.

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“Instructional Strategies and Response Systems – Increasing ROI,” Technology Enabled Learning Virtual Event, The Institute for Human Resources (IHR), October 2011.

“Uncover Ways to Ask Meaningful Questions Using Audience Response Systems,” EMC (Events, Meetings, Conferences) Venues, Annapolis, Maryland, June 2011.

“Using Audience Response as a Learning Solution: Types of Questions.”

- Webinar for Account Executives - Turning Technologies - Canada, February 2011.
- Webinar for Corporate/Government Sales Team – Turning Technologies, November 2010.

“Using Audience Response as a Learning Solution.”

- Webinar for Account Executives - Turning Technologies - Canada, January 2011.
- Webinar for Corporate/Government Sales Team – Turning Technologies, October 2010.

### Faculty Showcases:

“If It's Important, Why Not Capture It?” – Faculty Showcase (using Tegrity Lecture Capture program), with Mike Battig and Barb Sargent, Saint Michael's College, April 2010.

“Join Forces: IT/Faculty Collaboration” – Faculty Showcase, with Mary Beth Doyle and Allison Cleary, Saint Michael's College, April 2010.

“Clickers in the Classroom: Keeping Your Students on Track,” with George Ashline, Pedagogy Day, Saint Michael's College, January 2010.

“Tegrity: Helping Students Succeed,” with Mary Beth Doyle & Jim Millard, Pedagogy Day, Saint Michael's College, January 2010.

“Clicker 101 Demonstration,” with George Ashline, presentation to faculty/staff, Saint Michael's College, October 2009.

### Miscellaneous Presentations:

“Vocation Talk,” Invited Presenter, LEAP Retreat Talk Team, Saint Michael's College, September 2008.

## Melinda Jones Micheletto

### SERVICE TO THE COMMUNITY

|                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2022-present   | <b><u>Volunteer</u></b> , Mobile Meals (Meals on Wheels). Knoxville, TN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 2019-present   | <b><u>Volunteer</u></b> , Rescue Rebuild (Greater Good.org). Rehabilitate animal shelters and domestic violence shelters to make them animal-friendly. <ul style="list-style-type: none"><li>• July 2025 – Animal Shelter, Sioux Falls, SD.</li><li>• July 2024 – Domestic Violence Shelter, Boulder, CO.</li><li>• June 2024 – Wildlife Rehab Center, Valparaiso, IN.</li><li>• July 2023 – Animal Shelter, Newport, RI.</li><li>• March 2023 – Domestic Violence Shelter, Portland OR.</li><li>• August 2022 – Animal Shelter, Charleston, SC.</li><li>• July 2022 – Wildlife Rehab Center, Saunderstown, RI.</li><li>• June 2022 – Animal Shelter, Naples, FL.</li><li>• July 2021 – Animal Shelter, Bowling Green, KY.</li><li>• January 2020 - Animal Shelter, Montclair, NJ.</li><li>• December 2019 - Domestic Violence Shelter, GA.</li><li>• November 2019 - Animal Shelter, Knoxville, TN.</li></ul> |
| 2019-present   | <b><u>Volunteer</u></b> , Young Williams Animal Center, Knoxville, TN.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 2019           | <b><u>Volunteer</u></b> , Helping Paws Across Borders. Accompany veterinarians and vet techs to impoverished areas to provide quality medical care to animals at no cost, including high-volume spay and neuter clinics <ul style="list-style-type: none"><li>• February 2019 – Spayathon, Puerto Rico.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 2017           | <b><u>Volunteer</u></b> , South Bend Heritage/Rebuilding Together of St. Joseph County, South Bend, IN. Rehabilitate the homes of low-income homeowners and improve neighborhoods.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 2016 – present | <b><u>Disaster Responder</u></b> , American Society for the Prevention of Cruelty to Animals (ASPCA), New York City, NY. Provide disaster/emergency response services to animals. <ul style="list-style-type: none"><li>• 2017 – Multi-state dog fighting shelter operation, <i>confidential location</i>.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 2014 – 2017    | <b><u>Disaster Responder</u></b> , State of Massachusetts Animal Response Team (SMART), Marlborough, MA. Provide disaster/emergency response services to animals. <ul style="list-style-type: none"><li>• 2016 – ASPCA Sheltering Operation, Westport, MA.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 2014 – 2017    | <b><u>Volunteer/Member</u></b> , Massachusetts Animal Coalition & Animatch, Westborough, MA. In training to provide behavioral evaluations for incoming/outgoing dogs, offering transport from shelter to shelter, and networking shelter dogs.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 2008 – present | <b><u>Disaster Responder</u></b> , Humane Society of the United States (HSUS) – Washington, D.C. Provide disaster response services to animals and their human companions in their time of need. <ul style="list-style-type: none"><li>• 2019 – Cat hoarding situation. Texas.</li><li>• 2018 (July-August) &amp; 2017 (June &amp; November) – Great Dane hoarding/breeding operation, New Hampshire.</li><li>• 2014 – Multi-state dog fighting shelter operation, <i>confidential location</i>.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                     |

## Melinda Jones Micheletto

- 2008 – 2012**      **Animal Emergency Services Volunteer**, American Humane Association (AHA) – Denver, CO. Certified to conduct animal search & rescue, emergency sheltering, disaster relief services, care for, and reunite displaced animals when communities become overburdened by a natural or human-caused disaster.
- 2006 – present**      **Red Rover Emergency Responder**, Emergency Animal Rescue Service (EARS) – Red Rover (formerly United Animal Nations (UAN)), Sacramento, CA. Certified to provide emergency sheltering, disaster relief services, care for, and reunite displaced animals when communities become overburdened by a natural or human-caused disaster.
- 2016 – Feral Cat Collaborative, Core Creek, PA.
  - 2014 – Puppy Mill Seizure, Quebec, Canada.
  - 2011 – Puppy Mill Seizure, Quebec, Canada.
  - 2008 - Puppy Mill Seizures (2), Montreal, Canada.
  - 2007 - Puppy Mill Seizure, Buxton, ME.
- 2007 – 2017**      **Volunteer**, Miniature Australian Shepherd Rescue & Support (MARS), Hillsboro, NH. On call to provide home checks/visits to potential adopters, identify dogs for rescue/adoption, perform follow up visits on adopters.
- 2006 – 2017**      **Volunteer**, Labs 4 Rescue, Connecticut. On call to provide home checks/visits to potential adopters, identify dogs for rescue/adoption.
- 2004 – 2017**      **Volunteer**, Labrador Retriever Rescue, Massachusetts. On call to provide home checks/visits to potential adopters, identify dogs for rescue/adoption.
- 2007 - 2011**      **Volunteer**, Vermont City Marathon, Burlington, VT.
- 2007 – 2010**      **Volunteer**, Therapy Dogs of Vermont, Burlington, VT. Certified handler for personal dog, Grace, who is a certified therapy dog who visits local nursing homes and the Vermont Respite House in Williston, Vermont.
- 2004 – 2006**      **Volunteer**, Greyhound Rescue of Vermont, Burlington, VT. Participated in awareness programs and home checks/visits to potential adopters.
- 2001 – 2004**      **Volunteer**, Greyhound Pets of America (GPA), South Bend, IN. Participated in fund raising activities, awareness programs, transportation of dogs off hauls, and pet therapy programs at a local nursing home.
- 2001 – 2004**      **Volunteer**, Central Indiana Lab Rescue & Adoption, South Bend, IN. Participated in awareness programs, fund raising activities, lab identification and rescue, home visit inspections, transport procedures, and foster care.
- 1994 – 1996**      **Volunteer**, Trail Maintenance, Daniel Boone National Forest, Morehead, KY. Maintained a section of the Sheltowee Trace by clearing brush, replacing signs, clearing fallen trees, and correcting erosion problems.

## Melinda Jones Micheletto

- 1994 – 2005**      **Ambassador**, BrooksSports, Inc. Athlete Development Program, Bothell, WA. Represented and promoted the Brooks brand and its products with an agreement to wear Brooks products exclusively when racing and training.
- 1991 – 1993**      **Volunteer Women’s Cross Country/Track Coach**, Morehead State University.
- 1990 – 1991**      **Volunteer/Trainer**, Caring Canine Companions, Inc., Verona, VA. Trained dogs to assist the physically challenged. Worked directly with residents at the Woodrow Wilson Rehabilitation Center.
- HOBBIES**      Running, Animal Rescue/Welfare, Dog Agility, Hiking/Snowshoeing, Photography, Birding, Crafting