

MELINDA JONES MICHELETTO

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• mjmicheletto@utk.edu • @mjmicheletto

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

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

TEACHING INTERESTS

Consumer/Buyer Behavior; Principles of Marketing; Marketing Management; Consulting; Sport Marketing; Promotion/Advertising; Market Research; Social Media Marketing

COURSES TAUGHT

Managerial Consulting (2014)
Consumer Behavior (1989-1999, 2003-2004, 2006-2011)
Consultants for Organizational Problem Solving (2008-2009, 2011)
Principles of Marketing (1989-1996, 2000-2012, 2017)
Marketing Management (2009-2012)
Sport Marketing (2005-2008, 2012, 2014)
Marketing Research (1992)
Introduction to Business / Foundations of Business (1991-1996, 2006-2007)
Business Policy & Problems (1991, 1995, 1996)
Salesmanship (1991-1994)
Sales Management (1992)
Real Estate Marketing (1993)
Managerial Consulting (2014)
MBA Practicum (2014-2015)

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ACADEMIC POSITIONS

2017-present **Lecturer, Department of Marketing & Supply Chain Management, Haslam College of Business, The University of Tennessee, Knoxville, TN.**

- Consumer Behavior (fall 2017).

Committees/
College
Service *Student Conduct Board* (fall 2017-present)

2017 **Adjunct Associate Professional Specialist, Department of Marketing, Mendoza College of Business, The University of Notre Dame, Notre Dame, IN.**

- Principles of Marketing (spring 2017).

2014-2015 **Interim MBA Practicum Director, University of Massachusetts, Isenberg School of Management, MBA Program, Amherst, MA.**

- Sourced MBA Practicum projects & Maintained client relations (fall 2014/spring 2015).

Committees/
College
Service *Core MBA Faculty Member.* (fall 2014).

Faculty Advisor, Innovation Challenge. (fall 2014).

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 to 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 to 5 project teams (spring 2014).
- Faculty Advisor to 3 project teams (spring 2015).

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).

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Chapter President. Sigma Beta Delta, International Honor Society of Business, Management, and Administration. (2009-2012).

Pilot Program Participant. Turning Technologies Audience Response System. (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. Guided nine students for an 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: Sport Marketing, Consumer Behavior, Consulting for Organizational Problem Solving (COPS), and Marketing Management.
- Sourced and managed more than 30 clients (non-profit, small business, and/or local) with which Marketing/Consulting students worked directly.

Committees/ Judicial Review/Academic Integrity Committee. (2009-2010).

College
Service

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).

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).

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2001-2004

Visiting Instructor/Assistant Professor, Department of Marketing, The University of Notre Dame, Notre Dame, IN.

- Taught 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. Selected to participate in various recruitment activities (football, men's lacrosse, women's swimming). (2002-2004).

Advisor. Business Plan Competition. (2003-2004).

Senior Thesis Advisor. Gender Studies Program. (2003).

2000

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

- Taught Principles of Marketing.

1996-1999, 2001

Graduate Teaching/Research Associate, Department of Marketing & Logistics, The University of Tennessee, Knoxville, TN.

- Taught Consumer Behavior & Principles of Marketing.
- Developed and maintained course web pages for all classes.
- 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).

1991-1996

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

- Responsible for all aspects of teaching the following: 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. Assisted with developing 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 and interviewed the final candidates.

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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.**
Responsible for all aspects of teaching the following courses: 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.

AWARDS AND HONORS

2010 Student Appreciation Award (given by the Senior Class), Saint Michael's College.
2007 Featured in SMC Magazine, *In the Classroom* ("The Apprentice"), Saint Michael's College.
2006 McGrath Summer Research Grant, Saint Michael's College.
2006 Sigma Beta Delta National Honor Society, Saint Michael's College.
2001 Recipient - Scholarly Research Grant Program, Univ. of Tennessee.
1999 Recipient - Graduate Teaching Associate (GTA) Award, Univ. of Tennessee.
1999 Recipient - Golden Apple Award, AMA Student Chapter, Univ. of Tennessee.
1998 Finalist - Graduate Teaching Associate (GTA) Award, Univ. of Tennessee.
1998 Beta Gamma Sigma National Honor Society, Univ. of Tennessee.
1997 Southern Marketing Association Doctoral Consortium, Annual Conference.
1996-1999 College of Business Alumni & Friends Fellowship Award, Univ. of Tennessee.
1995 Distinguished Teacher Award nominee, Morehead State University.

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CONFERENCES/TRAINING

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

BUSINESS, CONSULTING, AND OUTREACH EXPERIENCE

- 2015 – present** **Trustee**, Clarke Schools for Hearing and Speech, Northampton, Massachusetts.
- 2012 – present** **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

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- 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”

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, Consulted with organizations on research initiatives (see list below).

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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.

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.

2003 - 2004 **Part-Time Sales Associate**, Casual Corner Group, South Bend, IN.
Worked one-on-one with potential customers, developed inventory system, arranged outfits for local television newscasters, performed opening/closing activities.

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- 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.
- 1993 – 1994** **Consultant**, Hypac, Inc., Flemingsburg, KY. Performed Market Audit for hydraulic manufacturer, located more than a dozen potential new markets and more than a dozen potential new customers for the firm.
- 1989** **Tutor**, Ball State University, Marketing Department. Tutored a mentally-challenged undergraduate student in Marketing.

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).

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).

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 81 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," 9th 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, 1st 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
- 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.

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“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 – 18th 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.

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“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 – 17th 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.
- 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.

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“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 2nd Annual Immersive Learning University Conference and Symposium, San Antonio, Texas, January 2013.

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

“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.

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- 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, 17th 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.

“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.”

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- 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.

MANUSCRIPT UNDER REVIEW

Micheletto, Melinda J. and Carolyn A. Whitney, “Student-Athletes and Non-Athletes: Not So Different When it Comes to Volunteer Participation and Motivations to Volunteer,” (revise and resubmit for the *Journal for the Study of Sports and Athletes in Education*).

MANUSCRIPTS IN PROGRESS

“Assessing Student Perception of Academic Integrity Issues Using Audience Response Systems” (manuscript being prepared for *Teaching Business Ethics*).

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“Using COPS to Bring the Community into the Classroom” (manuscript being prepared for submission to *Marketing Education Review or Journal of Marketing Education*).

“Deriving Meaning from a Sport-Related Event: A Grounded Theory Examination of Highly Committed Sport Fans” (manuscript being prepared for submission to *Journal of Sport Behavior*).

“Experiencing a Sport-Related Event: Source and Information Issues” (manuscript being prepared for submission to *Sport Marketing Quarterly*).

RESEARCH IN PROGRESS

“A Theoretical Typology and Framework of Athlete Endorser’s Transgressions,” with Kevin D. Bradford (conceptual development stage – manuscript to be sent to the *Journal of Global Sport Management*).

“What Gives? Patterns of Student-Athlete Alumni Donation,” with John A. Micheletto (data collection stage).

“Spreading the News: The Impact of Emotional Contagion on Sport Fans,” with Carolyn A. Whitney (conceptual development stage).

“Company Response to Complaint and Compliment Correspondence,” (conceptual development stage).

PROFESSIONAL ASSOCIATIONS

National Speaker Association
American Marketing Association

Society of Consumer Psychology
American Academy of Advertising

SERVICE TO THE COMMUNITY

- 2017** **Volunteer**, South Bend Heritage/Rebuilding Together of St. Joseph County, South Bend, IN. Rehabilitate the homes of low-income homeowners and improve neighborhoods.
- 2017 – present** **Disaster Responder**, The Humane Society of the United States (HSUS), Washington, D.C. Provide disaster/emergency response services to animals.
- 2017 – Deployed to Great Dane hoarding/breeding operation, confidential location.
- 2016 – present** **Disaster Responder**, American Society for the Prevention of Cruelty to Animals (ASPCA), New York City, NY. Provide disaster/emergency response services to animals.
- 2017 – Deployed to multi-state dog fighting shelter operation, confidential location.

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- 2014 – present** **Disaster Responder**, State of Massachusetts Animal Response Team (SMART), Marlborough, MA. Provide disaster/emergency response services to animals.
- 2016 – Deployed-ASPCA Sheltering Operation, Westport, MA.
- 2014 – present** **Volunteer/Member**, 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.
- 2011 – present** **Communications Assistant**, Red Rover (formerly United Animal Nations) – Sacramento, CA. Assist with the development of communications, both written and visual, for both internal and external audiences when on deployment.
- 2008 – present** **Disaster Responder**, National Disaster Animal Response Team (N-DART), 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.
- 2014 – Deployed to multi-state dog fighting shelter operation, confidential location.
- 2008 – present** **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.
- 2007 – present** **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 – 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 – Deployed - Feral Cat Collaborative, Core Creek, PA.
 - 2014 – Deployed - Puppy Mill Seizure, Quebec, Canada.
 - 2011 – Deployed - Puppy Mill Seizure, Quebec, Canada.
 - 2008 - Deployed - Puppy Mill Seizures (2), Montreal, Canada.
 - 2007 - Deployed to Puppy Mill Seizure, Buxton, ME.
- 2006 – present** **Volunteer**, Labs 4 Rescue, Connecticut. On call to provide home checks/visits to potential adopters, identify dogs for rescue/adoption.
- 2004 – present** **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.

Melinda Jones Micheletto

- 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 Sheltopee Trace by clearing brush, replacing signs, clearing fallen trees, and correcting erosion problems.
- 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