

## Tim Krause, Ph.D.

Computing and New Media Technologies  
University of Wisconsin – Stevens Point  
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## Education

- Ph.D., English, Purdue University** 2008  
Dissertation: *Strategic Web Design: Practice and Peril in User-centered Web design*  
Major Professor: Patricia Sullivan
- M.A., English, St. Cloud State University** 1993  
Thesis: *Designing an English Equivalency Program*  
Major Professor: Donna Gorrell
- B.S., Accounting, St. John's University, Collegeville, MN** 1991

## Professional Experience

- Computing and New Media Technologies (CNMT) 2006 – Date  
University of Wisconsin – Stevens Point  
Assistant Professor 2007 – Date  
Summer Chair Summer 2008  
Lecturer 2006 – 2007
- Academic Literacies Specialist, Tutoring-Learning Center 2005 – 2007  
University of Wisconsin – Stevens Point
- Search Engine Analyst Summer 2007  
Google
- Community Faculty, Web Design, (part-time) 2003 – 2005  
Metropolitan State University
- Director, Web Communications, Cargill 2002 – 2005
- Director, Web Editorial Operations, United Health Group 2001 – 2002
- Director, Marketing and Editorial Operations, AgriStar International 1999 – 2001
- Electronic Communication Specialist, Cargill 1997 – 1999
- Interim Co-Director, Business Writing Program 1996 – 1997  
Purdue University
- Graduate Assistant 1993 – 1996  
Purdue University
- Graduate Assistant 1991 – 1993  
St. Cloud State University

### *Professional Experience - Continued*

Accountant, Grants Office (Summers)  
St. John's University

1989 – 1997

### **Peer-Reviewed Publications**

"Using Simulation to Teach Project Management in the Professional Writing Classroom" (May 2010)  
*The Writing Instructor*, <http://www.writinginstructor.com/>.

"Facilitating Team-Work with Lean Six Sigma and Web-based Technology" (March 2009) *Business Communication Quarterly*, 72 (1), pp. 84-90, DOI: 10.1177/1054773804271935.

[Review of the book *Communicating Design: Developing Web Site Documentation for Design and Planning*].(January 2009) *Journal of Business and Technical Communication*, 23(1), pp.114-117.

*Wired Resumes*. (2000, 1999). Thomson, Cincinnati, OH.

"Preparing an Online Resume," *Business Communication Quarterly* 60.1 (March 1997): 159-61.

"The Renegade Web Master," *Professional Writing Online*, (1997) Porter, Sullivan and Johnson-Eilola, Pearson.

"Surveying the Body Electric: or Transforming Audience and E-evaluation," *Kairos* 1.3 (Fall 1996): np.

"Mapping Ecash: Using the WWW to Teach Business Writing," *Kairos* 1.1 (Spring 1996): np.

### **Presentations**

"Web Design Course Objectives and Class Design." Poster Session, UW – Stevens Point Teaching Conference, Jan. 21, 2010.

"User-Centered and Participatory Design Case Studies." With Amod Damle. World Usability Day, Marshfield, WI, Nov. 12, 2009.

"What's in Social Networking for Me?" with K. Keller, M. Knowles & K. Davis. APCC Consulting Institute, Portsmouth VA, Nov. 5, 2009.

"Technology-facilitated Project Management in Business Writing Courses." Association for Business Communication National Conference, Portsmouth VA, Nov. 4, 2009.

"Service Learning as an Adult Recruitment and Retention Tool." Adult Recruitment and Retention Conference, UW-Madison, Oct. 26, 2009.

*Presentations - Continued*

"Project Management in Communication Courses." Wisconsin Statewide Communication Conference, UW-Stevens Point, Oct. 9, 2009.

"Negotiating Virtual Communication in Second Life: Implications for Instructors." Wisconsin Statewide Communication Conference, UW-Stevens Point, Oct. 9, 2009.

"Incorporating Second Life Into the Curriculum." Best Practices in Science, Math and Engineering Teaching Conference, UW-Baraboo, May 29, 2008.

"Service Learning: Introducing Students to the Changing Reality of Professional Life." Conference on College Composition and Communication, New Orleans, April 3, 2008.

"Real-Life (RL) Experiences with Second Life (SL): Participatory Learning as a Means for Increasing Student Engagement and Retention." Computers and Writing Online, UW-Stout, Feb. 22-26, 2008.

"User-centered Design as Web Project Management Methodology." Association of Information Technology Professionals, Marshfield, Oct. 15, 2007.

"New Technology for Communication Consultants." Association for Professional Communication Consultants Institute, Washington, DC, Oct. 11, 2007.

"Quantifying Design: Service-Learning in a Second-year Web Development and Design Course," Best Practices in Science, Math, and Engineering, UW-Baraboo, May 30, 2007.

"From Writer to Manager to Consultant: Future Identities of Professional Writing Students," Conference on College Composition and Communication, New York, NY, March 23, 2007.

"Creating Effective Presentations by Using PowerPoint Against Itself" Invited Presentation, WI Statewide Communication Conference, UWSP, March 17, 2007.

"Evaluating Online Resumes," Conference on College Composition and Communication, Phoenix, AZ., 1997.

"Designing for the Screen: A Workshop for Web Workers," Conference on College Composition and Communication, Phoenix, AZ., 1997.

"Web Consulting for Non-Profits" ABC Consultants' Workshop, Association for Business Communication Conference, Chicago, IL., 1996.

"Exploring New Possibilities: How Online Writing Changes the Business Writing Classroom," Association for Business Communication Conference, Chicago, IL., 1996.

"Writing Online Resumes," International Association for Business Communication, Toronto, Canada., 1996.

"Writing Online: Transcending Classroom Boundaries," College Composition and Communication Conference, Milwaukee, WI., 1996.

### *Presentations - Continued*

"Designing On-line Portfolios," Association for Business Communication, Indianapolis, IN., 1995.

"Constructing, Constructed and Constructive TA Resistance," Conference on College Composition and Communication, with Michelle Sidler, Washington, D.C., 1995.

"Not Just Gaming: Notions of Nineteenth Century Rhetoric," Graduate Student Conference, with Curtis Wilken, Kent State University, OH., 1995.

"Metaphors and Models in First-Year Composition," MMLA, Chicago, IL., 1994.

"Researching the World: Technology as Gateway," Conference on College Composition and Communication, Washington, D.C., 1995.

### **Invited Lectures & Speaking Engagements**

"Why and How to Run for Public Office." Community Foundation of Greater Wood County, Wisconsin Rapids, Oct. 22, 2009.

"Why and How to Run for Public Office." WFHR Morning Magazine with Carl Hielke. Oct. 14, 2009.

"Developing Global Citizenship Through Local Service-Learning Activities." UW-Stevens Point, 12<sup>th</sup> Annual Teaching Conference, Jan. 17, 2008.

"Community-based Web Projects: Community Partnerships." Stevens Point Rotary, Oct. 31, 2007.

"The Effects of Service-Learning on Student Learning and Satisfaction." Panel Participant. UW-Stevens Point, Oct. 19, 2007.

"Web 2.0: Literacy skills and issues associated with user-generated content" Invited Presentation, Teaching Summit, UWSP, Jan. 17, 2007.

"Blogs, Wikis and RSS Feeds: What's a Communicator to Do?" Invited Workshop, Cargill, Jan. 12, 2006.

"Effective Web Project Management," Invited Lecture, Metropolitan State University Graduate School, St. Paul, MN., Spring 2004.

"Job Prospects for Web Designers," Metropolitan State University Graduate School, Panelist, St. Paul, MN., Spring 2000.

"Using Electronic Mail for Effective and Efficient Communication," Richard Hadley Professional Development Program, Invited Lecture, Purdue University, 1996.

"net.women," Unruly Women's Symposium, with Johndan Johnson-Eilola and Michelle Sidler, West Lafayette, IN., 1996.

## Grants and Funding

"Mobile Application Development." (\$900), with D. Gibbs, L&S College Minigrant

"A224 Lab Technology Upgrade." (\$29,554), with A. Bond, L&S One-Time Funding Opportunity

"Morae Software to Facilitate Usability Testing." (\$869). L&S College Minigrant

"Joomla and Content Management System Research." (\$630). L&S College Minigrant.

"Web Based AJAX Enabled Query Tool (AEQ)" with R. Dollinger (PI), J. Carter, D. Goulet, W. Huen and Q. Ubaldo. UW Office of Learning and Information Technology, (\$45,000), 2008.

"Teaching Colloquium: Service-Learning Project Development." With Michele Dickinson. L&S Enhancement Funds, (\$1,000). Matching funds: \$500 CAESE, \$500 CNMT, 2007.

UWSP Center for Academic Excellence, Curriculum Redesign for WDMD (\$1,000), 2007.

"Pod-casting Pilot," UPDC Grant, with K. Davis, P. Ploetz, R. Ruppel, K. Biasca and M. Tolstedt, (\$4,884), 2006.

## Professional Memberships

Association of Computing Machinery (ACM) E-Commerce and SIGGRAPH	2009 – Date
Association of Information Technology Professionals	2007 – Date
Association of Professional Communication Consultants	2006 – Date
Phi Kappa Phi	2005 – Date
Association for Business Communication	1995 – Date
Rotary International	2007 – 2009

## University Service

Member, Faculty Senate	2010 - 2012
Member, Prior Learning Assessment Committee	Summer 2010
Member, First Year Experience Committee	2009 - Date
Member, L&S Associate Dean Search and Screen Committee	Spring 2010
Member, Tutoring-Learning Center Director Search and Screen Committee	Spring 2010
Co-organizer and presenter, Critical Thinking Conference	Fall 2009
Participant, Inclusive Excellence Workshop	Fall 2009
Participant, First Year Experience Workshop, NIU	Fall 2009
Member, 2% Technology Fee Committee	2008 – 2009
Facilitator, UWSP Annual Teaching Conference	Spring 2009
Co-Leader, Reading Circle, Service Learning	2008
Co-organizer and facilitator, Service-Learning Conference, April 18.	2008
Member, Service Learning Committee.	2007 – 2009
Phi Kappa Phi Executive Committee	2005 – 2009

## University Service, Continued

CNMT Representative, L&S Dean's Advisory Committee.	Fall 2007
Facilitator, The Teaching Commons Approach to Engaged Teaching and Learning, Conference, Dec. 8, 2006, UWSP	2006
Facilitator, MERLOT Demonstration, Dec. 6, 2006, UWSP.	2006

## Department Service

ViewPoint Days	2008 - Date
Co-Faculty Advisor (with T. Miller), Association of Information Technology Professionals, Student Chapter	2008 - Date
Member, CNMT Search and Screen Committee	Fall 2009
Organizer, "Open Source Matters" with Wilco Jansen	Oct. 9, 2009
Member, CNMT Merit Committee	2008 - 2009
WDMD Curriculum Committee, Member, WDMD Program.	2006 - Spring 2009
Member, Search and Screen Committee, WDMD.	2007 - 2008
Member, Search and Screen Committee, Academic Literacies Position (Tutoring-Learning Center).	2007 - 2008
Member, Search and Screen Committee, Assistive Technologies Position (Learning Resource Center).	2007 - 2008
"Tutor Tracking and Certification," Department Colloquia.	2006

## Professional & Community Service

"Excellence through Ethics." Junior Achievement	Nov. 18, 2009
Reviewer, 2010 <i>Computers &amp; Writing Conference</i> (Purdue Univ.)	2009
Web Site Editor, ABC (two-year term, <b>includes \$15,000 support</b> )	2009 - 2010
Co-Founder, Wisconsin Joomla User's Group (with J. Dunbar)	Summer 2009
Web Editor APCC	2006 - 2009
Community Foundation of Greater South Wood County	2009 - Date
Grants Committee	2010 - Date
Advisory Board, McKnight Digital Literacy Grant	
Advisory Board, Workforce Central	
Village of Biron Trustee (two-year term)	2009 - 2010
Chair, Water Utilities Committee	
Chair, Finance and Budget Committee	
Member, Health and Safety Committee	
Director at Large, APCC, (two-year term)	2007 - 2009
Technical Communication Advisory Board, Metropolitan State Univ.	2000 - 2005
Book Review Editor, <i>Business Communication Quarterly</i> .	1998 - 2000

## Certification and Training

JQuery Seminar	2010
AJAX Training (24 hours)	2009
Web Application Security, Sans Developer Training (18 hours)	2009
Writing Emphasis Certification, UWSP	2007
Six Sigma Green Belt Certification (Project Management)	2004
Stellent Content Management	2003
Vignette Basic Site Development (CMS)	2002
Affiliate Marketing, BeFree	2002

## Honors and Awards

Nominated for Teaching Excellence Award by SGA	Spring 2010
Exemplar Award, Departmental award for best project work: Cargill/IMC Merger Web site	2005
Cargill.com #5, consumer food Web sites by Customer Respect Group	2005
DirectAg.com (Agristar) #1 in customer experience, Promar	2001
Top 200 B2B sites, <i>Forbes Magazine</i>	2001
DirectAg.com #1 in agriculture, Doane Interactive	2001
<i>Who's Who in America</i>	1999 – Date
The Honor Society of Phi Kappa Phi	1996 – Date
Excellence in Teaching Recognition, Business Writing (6 semesters)	1994 – 1996

## Computer Skills

### Programming and Scripting

**Proficient:** XHTML, CSS, JavaScript, php, mySQL

**Advanced:** XML, AJAX, asp.NET, C#. Linq

### Content Management Systems

Joomla, Word Press, Drupal, Stellent Site Builder, Vignette Story Server, ATG  
Dynamo, Custom Content Management Systems (Java-based)

### Web

Dreamweaver, PhotoShop, Visio, MS Project, Ecommerce, Online Marketing, User-centered  
Design, Project Management, Metrics and Business Analysis

## Courses Taught

### University of Wisconsin – Stevens Point

WDMD 101	“Introduction to Web and Digital Media Development”
WDMD 210	“Web Design and Development I”
WDMD 211	“Web Design and Development II”
WDMD 312	“Web Design and Development III”
WDMD 346*	“Principles of User-centered Design”
WDMD 346	“Digital Portfolio”
WDMD 346*	“Principles of Online Marketing & Ecommerce”
WDMD 346*	“Web Content Management Systems”
WDMD 397	“Internship”
WDMD 399	“Independent Study: Usability Testing”
WDMD 399	“Independent Study: Advanced JavaScript”
CIS 101	“Introduction to Computing”
CIS 102	“Practicum in Computing” (Spreadsheet)
CIS 397	“Internship”
CIS 499	“Independent Study”
CNMT 410	“Professional IT Communication”
CNMT 480	“Web Development Seminar & Workshop”
EDUC 370/570	“Workshop in Education”**

### Metropolitan State University

ENGL 573G	“Web Design” (Graduate-Level)*
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### Purdue University

ENGL 502B	“Business Writing Practicum (Graduate-Level)”
ENGL 420C	“Business Writing, Computer Lab”
ENGL 420	“Business Writing”
ENGL 101	“Freshman English I”
ENGL 102	“Freshman English II”

### St. Cloud State University

ENGL 162	“Freshman English I”
ENGL 163	“Freshman English II, Environmental Studies”*
	“Freshman English II, American Indian Studies”*

\* New course developed

\*\* Guest lectures and co-teaching with M. Giblin and R. Stokes