

SUSAN HALL WEBB, PH.D.

ACADEMIC DEGREES & CERTIFICATIONS

- 2008 **State University of Buffalo; Buffalo, New York**
Program: Higher Education Administration
Department: Educational Leadership & Policy
Degree: Doctor of Philosophy (Ph.D.)
Dissertation: *Faculty Attitudes and Perceptions of the Effectiveness of Traditional Versus Distance Course Delivery Methods in Pre-Service Business Education Programs*
- 1999 **New York State Department of Education; Albany, New York**
Certification: Business and Marketing Education—Permanent License
- 1999 **State University College at Buffalo; Buffalo, New York**
Program: Educational Computing
Department: Technology/Business
Degree: Master of Science in Education (MS.Ed.)
- 1996 **State University College at Buffalo; Buffalo, New York**
Program: Diversified Cooperative Work Study Certification
Department: Curriculum & Instruction
- 1992 **New York State Department of Education; Albany, New York**
Certification: Business and Marketing Education—Provisional License
- 1992 **State University College at Buffalo; Buffalo, New York**
Major: Business Administration and Distributive Education
Degree: Bachelor of Science (BS)

ACADEMIC EXPERIENCE

- 2014 – Present **ASSOCIATE PROFESSOR**, Department of Marketing + Real Estate
University of West Georgia, Richards College of Business
Carrollton, Georgia
- 2014 – 2017 **DIRECTOR OF BUSINESS EDUCATION**, Department of Marketing + Real Estate
University of West Georgia, Richards College of Business
Carrollton, Georgia
- 2009 – 2014 **ASSISTANT PROFESSOR**, Department of Marketing + Real Estate
University of West Georgia, Richards College of Business
Carrollton, Georgia
- 2008 – 2009 **ASSISTANT PROFESSOR**, Department of Management
University of West Georgia, Richards College of Business
Carrollton, Georgia

- 2005 – 2008 **LECTURER**, Department of Educational Foundations
State University College of Buffalo, Career + Technical Education Program
Buffalo, New York
- 2001 – 2005 **LECTURER**, Department of Business
State University College of Buffalo, Business + Marketing Education Program
Buffalo, New York
- 2001 – 2005 **PROGRAM COORDINATOR**, Business & Marketing Education
State University College of Buffalo, Department of Business
Buffalo, New York
- 1996 – 2001 **TEACHER**, Business + Marketing Education
Hamburg High School
Hamburg, New York
- 2000 – 2001 **ADJUNCT PROFESSOR**, Department of Business
State University College at Buffalo
Buffalo, New York
- 1995 – 1996 **TEACHER**, Business & Marketing Education
Williamsville South High School
Williamsville East High School
Williamsville, New York
- 1992 – 1992 **INSTRUCTOR (PART-TIME)**, Business Program
Bryant & Stratton Business Institute
Buffalo, New York

BUSINESS-RELATED EXPERIENCE

- 2014 – Present **FOUNDER | CONSULTANT | PRESIDENT**
iCommunication Consulting Group
Chattahoochee Hills, Georgia
- 2000 – 2000 **TEACHER INTERN (General Motors Powertrain Plant)**
Project: TRAINING NEEDS ANALYSIS RESEARCH
U.A.W.--General Motors Quality Educator Program
Tonawanda, New York
- 1992 – 1995 **COORDINATOR OF IN-STORE PROMOTIONS & EVENTS**
Tops Markets, Inc. (Catherine Carroll & Associates)
Williamsville, New York
- 1992 – 1992 **OFFICE SUPERVISOR**
ADIA Personnel Services
Amherst, New York

1989 – 1992 **ASSISTANT DIRECTOR OF DEVELOPMENT**
Jewish Community Center of Greater Buffalo
Buffalo, New York

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

2019 – Present International Association of Business Communicators (IABC)
2001 – Present National Business Teachers Association (NBEA)
2008 – Present Association for Research in Business Education—Delta Pi Epsilon (DPE)
2009 – Present Association for Business Communications (ABC)
2008 – Present Southern Business Education Association (SBEA)
1997 – Present Business Teachers Association of New York State (BTANYS)—Lifetime Member
2001 – 2008 Eastern Business Education Association (EBEA)
2007 – 2008 New York State Consortium of Educational Associations (NYSCEA)—Delegate
2007 – 2008 New York State Association of CTE (NYSACTE)—Delegate
2001 – 2007 Association of Career & Technical Education (ACTE)
2001 – 2005 International Society of Business Education (ISBE)

TEACHING

Graduate Courses:

Department of Marketing & Real Estate, **University of West Georgia—Richards College of Business**

- ABED 6100: Strategic Business Communication
- ABED 6160: Current Practices in Workforce Development
- ABED 6537: Methods of Teaching Business Education
- ABED 6507: Curriculum for Business Education
- ABED 6586/7/8: Supervisor; Student Teachers—Business Education

Department of Business, **State University College at Buffalo**

- BME 604: Improvement of Instruction
- BME 602: Curriculum Development & Planning
- BME 605: Evaluation and Assessment in Business Education
- BME 690: Master's Project

Undergraduate Courses:

Department of Marketing & Real Estate, **University of West Georgia—Richards College of Business**

- ABED 3100: Business Communication
- ABED 3160: Keyboarding Strategies in Business Education
- ABED 4117: Integrating Technology in Business Education Curriculum

- ABED 4537: Methods of Teaching Business Education
- ABED 4507: Curriculum for Business Education
- ABED 4586/7/8: Supervisor; Student Teachers

Department of Business, **State University College at Buffalo**

- BUS 320: Principles of Marketing
- BME 301W: Principles of Career & Technical Subjects
- BME 302: Curriculum & Evaluation in CTE Subjects
- BME 303: Instructional Strategies in CTE Subjects
- BME 411: Methods of Teaching: Business & Marketing Education
- BME 415/416: Student Teaching: Business & Marketing Education

PUBLICATIONS

Peer-Reviewed Refereed Journals:

- Webb, S. H. (2020). **The Power of Your Profile – Networking on Linked In.** *Business & Professional Communication Quarterly*, 83 (2), 250-252.
- Webb, S. H. (2019). **Extra, Extra...Read All About It: Sustainability Communication in Action.** *Business & Professional Communication Quarterly*, 82 (2), 258-259.
- Webb, S. H. & Moore, B.M. (2018). **Factors Influencing Business Education in Community and Technical Colleges.** *Business Education Forum*. 73 (2); 4-8.
- Webb, S. H. (2018). **Power of Persuasion: The Masterpiece Challenge.** *Business & Professional Communication Quarterly*, 81 (2), 249-251.
- Webb, S.H. (2017). **Using Office Mix in online business communication courses: The reinvented “power” of Microsoft PowerPoint.** *Journal for Research in Business Education*. 58(2), 39-50.
- Webb, S. H. (2017). **Years to gain, seconds to lose—Credibility: Lesson in developing and strengthening credibility.** *Business & Professional Communication Quarterly*. 80(3), 379-401.
- Webb, S.H. & Roberts, S.J. (2016). **Communication and social media approaches in small businesses.** *Journal of Marketing Development & Competitiveness*, 10 (1), 66-79.
- Roberts, S. J., Geho, P. & Webb, S. H. (2016). **Small business and social media: What social media is most frequently used by small businesses and does the choice reflect the age of the business?** *Journal of Digital and Social Media Marketing*, 4 (1), 70-81.
- Webb, S. H. (2015). **Let favorite assignments ring: Sharpening communication tools and self & career development--Mirror, mirror on the wall—Lessons in facial expressions.** *Business & Professional Communication Quarterly*, 78 (2), 262-264.

- Polkinghorne, F. & Webb, S. H. (2015). **Integrated Reading Literacy Interventions (IRLIs): A quantitative analysis of the characteristics, intent, and outcomes in business education.** *The Journal of Research in Business Education*, 56 (1), 57-78.
- Hall, S. (2014). **My favorite assignment: Action verb B-I-N-G-O.** *Business & Professional Communication Quarterly*, 77 (3), 335-336.
- Hall, S. (2014). **Incorporating relevance and rigor in a game environment.** Special Issue: Teaching Innovations. *Marketing Education Review* (24), 47-51.
- Hall, S. & Snyder, L. G. (2013). **An analysis of business education methods course syllabi at NABTE institutions.** *Business Teacher Education Journal* (39), 15-21.
- Hall, S. (2012). **Effectiveness of traditional versus distance course delivery methods in pre-service business education programs.** *Business Teacher Education Journal* (38), 18-26.
- Hall, S. (2012). **Having an e-impact on your courses with e-commerce: Fish bowl enterprise game.** *Business Education Forum*, 66 (3), 37-39.
- Hall, S. (2011). **My favorite assignment: Barracuda cove investment game.** *Business Communication Quarterly*, 74 (3), 363-365.
- Hall, S. (2011). **Is it happening? How to avoid the deleterious effects of plagiarism and cheating in your courses.** *Business Communication Quarterly*, 74 (2), 179-182.

Editorially-Reviewed Professional Publications:

- Duus, R., Cooray, M., & Webb, S. H. (2015). **Uga the Bulldog, Handsome Dan, and Why University Spirit Matters.** *The Conversation*. Retrieved from: <https://theconversation.com/uga-the-bulldog-handsome-dan-and-why-university-spirit-matters-48838>
- Hall, S. (2012). **Having an e-impact on your courses with e-commerce: Fish bowl enterprise game.** *Business Education Forum*, 66 (3), 37-39.

Refereed Proceedings:

- Bespalova, O. & Hall, S. (2007). **Distance learning in the modern higher education.** Proceedings of the annual Conference "Modern Problems of Economics: Theory and Practice". Astrakhan, Russia: ASTU (Astrakhan State Technical University) Press, pages 167-170.

SCHOLARLY WORK

Manuscripts Under Review:

N/A

Manuscripts in Preparation:

- Webb, S.H. & Bell-Ard, M. (Analysis/Manuscript). **Small Business Branding through Sustainability Communication: Awareness and Implications of Communicating Sustainability Beliefs and Practices.** Expected Submission/Completion: October 2020
- Webb, S.H. (Data Collected/Analysis/Report). **Situational Leadership through Communication – Examining Attitudes and Attributes of Generation Z and the Future of Work.** Expected Submission/Completion: November 2020
- Webb, S.H. & McWhorter, K. (Design/IRB Approval). **Today’s Balancing Act – Implementing Work-Life-Learn Reflective Practices into Undergraduate Curricula.** Expected Submission/Completion: May 2021

Peer-Reviewed Articles Reviewed:

- Anonymous. (2020). **Crisis Leadership: Teaching External Corporate Communications via an Experiential Learning Exercise (With Revisions).** Journal of Education for Business: July 2020
- Anonymous. (2020). **Crisis Leadership: Teaching External Corporate Communications via an Experiential Learning Exercise.** Journal of Education for Business: July 2020
- Anonymous. (2020). **Developing Soft Skills for Business Undergraduates: The Role of Goal Structure and Social Interaction.** Journal of Education for Business: April 2020
- Anonymous. (2020). **Sales Education and Philanthropy: U.S. Sales Curriculum Transcends Boundaries and Elevates Employability and Income Levels in Latin America (with Revisions).** Journal of Education for Business: January 2020
- Anonymous. (2020). **Sales Education and Philanthropy: U.S. Sales Curriculum Transcends Boundaries and Elevates Employability and Income Levels in Latin America.** Journal of Education for Business: January 2020
- Anonymous. (2019). **A Meta-Analysis of AACSB Program Learning Goals (With Revisions).** Journal of Education for Business: September 2019
- Anonymous. (2019). **A Meta-Analysis of AACSB Program Learning Goals.** Journal of Education for Business: July 2019
- Anonymous. (2019). **College Students and Textbook Uses: A Preliminary Investigation.** Journal of Education for Business: June 2019
- Anonymous. (2019). **Crowdsourcing and Problem-Based Process in Marketing Education: Experiential Applications of a Real-World Outsourcing Practice.** Journal of Education for Business: April 2019
- Anonymous. (2019). **Anticipating Multiple-Choice Versus Open-Response Format: Impact on Conceptual and Procedural Scores.** Journal of Education for Business: March 2019

- Anonymous. (2017). **A Systematic Literature Review of Virtual Presentation Instruction: Are We Teaching the Skills that Employers Expect of College Graduates?** Journal of Research in Business Education: April 2017
- Anonymous. (2017). **Community Partner Benefits of Participating in Service-Learning, Business-Related Classes: Assessing the Impact on the Community Partners.** Journal of Research in Business Education: October 2016
- Anonymous. (2016). **Internships Provide an Important Bridge Between Education and the Job Setting.** Journal of Research in Business Education: May 2016
- Anonymous. (2016). **Big Data Boot Camp.** The Journal for the Scholarship of Teaching in Marketing Education – Marketing Education Review (MER): July 2015
- Anonymous. (2011). **Using E-Bay as an Educational Tool.** Business Education Digest: November 2011
- Anonymous. (2011). **The Integration of Hardware, Software, and Technology Tools into the Business Education Classroom.** Delta Pi Epsilon Journal: November 2011

Textbook Chapters Reviewed:

- Anonymous. (2016). **NBEA Yearbook—Chapter 7: Assessment and the impact of technology tools.** National Business Education Association: November 2016
- Anonymous. (2016). **NBEA Yearbook—Chapter 12: Innovations in Personal Finance Education.** National Business Education Association: November 2015
- Anonymous. (2016). **NBEA Yearbook—Chapter 13: Maximize Learning with Mobile Technology.** National Business Education Association: June 2015
- Anonymous. (2013). **The impact of peer coworkers in part-time employment.** National Communication Association—Association for Business Communication: April 2013
- Anonymous. (2013). **Retirement financial information disclosures on corporate websites.** National Communication Association—Association for Business Communication: April 2013
- Anonymous. (2013). **NBEA Yearbook—Chapter 14: The business teacher as a leader.** National Business Education Association: March 2013
- Anonymous. (2012). **NBEA Yearbook—Chapter 7: Teaching in the online classroom.** National Business Education Association: March 2012
- Bell & Martin. (2012). **B2B Managerial Communication Textbook.** Prentice Hall. Responsible for reviewing chapters and providing feedback to the authors: February 2012, April 2012

- Cardon, P. (2012). **Business Communication Textbook**. McGraw-Hill Publishing. Responsible for reviewing chapters and providing feedback to author (Chapters 1-16; Prospectus, Appendix 1, 3 & 4): November 2010, December 2010, August 2011, October 2011, November 2011, December 2011, January 2012
- Kaser, Ken. (2011). **Advertising and Sales Promotion**. Cengage/South-Western Publishing. Responsible for reviewing chapters and providing feedback to author (Chapters 13-14): August 2011
- Snyder & Schwom. (2011). **Core Concepts in Business Communication**. Pearson Publishing. Responsible for reviewing several chapters and providing feedback to author: May 2011
- Snyder & Schwom. (2011). **Business Communication Basics**. Pearson Publishing. Responsible for reviewing several chapters and providing feedback to author: May 2011
- Dlabay, Burrow, Kleindl. (2008). **Intro to Business, 7e**. Cengage/South-Western Publishing. Responsible for reviewing chapters and providing feedback to the author (Chapter 9, 10, 12, 14): April 2008

Conference Submissions Reviewed:

- Anonymous. (2017). **An Examination of the Relationships between College Graduates Seeking Job-Related Information and Key Employment Search Actors**. 2017 Business Education Research Conference – Best Paper Award: January 2017
- Anonymous. (2017). **Determining Integration of Business Education Lecturers in Instruction Delivery in Federal Nigerian Universities**. 2017 Business Education Research Conference – Best Paper Award: January 2017
- Anonymous. (2016). **Reinvigorating Business Education: From Pre-School to College Graduation**. 2017 Business Education Research Conference: November 2016
- Anonymous. (2015). **Impact of Online Discussions on Web-Based Assessments**. 2016 Business Education Research Conference: December 2015
- Anonymous. (2013). **Evolving network capability in the entrepreneurial firm**. Industrial Marketing & Purchasing (IMP) Group. Conference: Atlanta 2013: May 2013
- Anonymous. (2013). **The impact of peer coworkers in part-time employment**. National Communication Association—Association for Business Communication. Conference: Washington DC 2013: April 2013
- Anonymous. (2013). **Retirement financial information disclosures on corporate websites**. National Communication Association—Association for Business Communication. Conference: Washington DC: April 2013

Manuscripts Reviewed for Research Awards:

- Ricks, T. (2015). **Academic Achievement Gap: Role of Ethnicity and Parent Involvement in Predicting Reading Achievement.** Association for Research in Business Education (ARBE) – Doctoral Dissertation Research Award: December 2014
- Force, C. (2015). **An Exploratory Case Study of How Middle School Principals of Small Rural Schools Address Cyberbullying.** Association for Research in Business Education (ARBE) – Doctoral Dissertation Research Award: December 2014

GRANT AWARDS

- Webb, S.H. (2019) **Small Business Branding through Sustainability Communication.** RCOB Faculty Development Grant 2019. Received: \$1,000.
- Hall, S. (2014) **Small Business and Social Media: Does the age of the business reflect the activity on social media?** RCOB Faculty Development Grant 2014. Received: \$1,000.
- Burton, J. & Hall, S. (2013) **A predictive model for housing prices in Georgia.** Robert J. Stone Endowment Award for Entrepreneurial Studies 2012-2013 Research Grant. Received: \$1,000.

PRESENTATIONS

- Webb, S.H. (October 2019). **Today’s “Balancing” Act: Engaging our Students through the Integration of Work-Life-Learn Reflective Practices.** Association for Business Communication (ABC) International Convention, Detroit, Michigan.
- Webb, S. H. (October 2019). **The Power of Your Profile – Networking on Linked In.** Association for Business Communication (ABC) International Convention, Detroit, Michigan.
- Webb, S.H. (May 2019). **Today’s “Balancing” Act: Engaging our Students through the Integration of Work-Life-Learn Reflective Practices Workshop.** University of West Georgia Innovations in Pedagogy Conference, Carrollton, Georgia.
- Webb, S.H. & McWhorter, K. (February 2019). **Engaging our Students through the Integration of Work-Life-Learn Reflective Practices in Business Communication Courses.** Meaningful Living and Learning in a Digital World Conference, Savannah, Georgia.
- Webb, S. H. (October 2018). **Extra, Extra...Read All About It: Sustainability Communication in Action.** Association for Business Communication (ABC) International Convention, Miami, Florida.
- Webb, S. H. (October 2018). **Communicate with Tact + Professionalism.** *University of West Georgia: Engage West - Staff Edition 2018.* Carrollton, Georgia.

- Webb, S. H. (October 2018). **Dealing with Difficult People**. *University of West Georgia: Engage West - Staff Edition 2018*. Carrollton, Georgia.
- Webb, S.H. (April 2018). Communication and Social Media Approaches in Small Businesses. Richards College of Business – Faculty Research Luncheon, University of West Georgia, Carrollton, Georgia.
- Webb, S.H. (March 2018). **Falling Back in Love with PowerPoint**. National Business Education Association (NBEA) National Convention, Baltimore, Maryland.
- Webb, S.H. (March 2018). **What’s Your X-Factor? Engaging Gen Z with Technology**. Technology Workshop. National Business Education Association (NBEA) National Convention, Baltimore, Maryland.
- Webb, S.H. (October 2017). **Going Green – Incorporating Sustainability in Business Communication Courses**. Association for Business Communication (ABC) International Convention, Dublin, Ireland.
- Webb, S.H. (October 2017). My Favorite Assignment: **Power of Persuasion – The Masterpiece Challenge**. Association for Business Communication (ABC) International Convention, Dublin, Ireland.
- Webb, S.H. (April 2017). Managing Millennials in the Workplace. Georgia Electric Cooperatives Human Resource Managers State Retreat – Barnsley Gardens, Adairsville, Georgia
- Webb, S.H. (April 2017). **The Next Generation - Technology Tools for Formative Assessment**. Technology Workshop. National Business Education Association (NBEA) National Convention, Chicago, Illinois.
- Webb, S.H. (October 2016). **Falling in Love with PowerPoint Through Office Mix**. Association for Business Communication (ABC) International Convention, Albuquerque, New Mexico.
- Webb, S.H. (October 2016). My Favorite Assignment: **Years to Lose, Seconds to Gain—Lesson on Credibility**. Association for Business Communication (ABC) International Convention, Albuquerque, New Mexico.
- Webb, S.H. (May 2016). **Falling in Love with PowerPoint Through Office Mix**. University of West Georgia Innovations in Pedagogy Conference, Carrollton, Georgia.
- Webb, S.H. (May 2016). **Falling in Love with PowerPoint Through Office Mix**. Richards College of Business – Faculty Development Day, Carrollton, Georgia.
- Webb, S.H. (March 2016). **Technology Tools for Formative Assessment**. Technology Workshop. National Business Education Association (NBEA) National Convention, Las Vegas, Nevada.
- Webb, S.H. (February 2016). Conflict Management Workshop. UWG Career Services – SEE Training Program.
- Webb, S.H. (October 2015). **My Favorite Consulting Assignment—A Panel of Experts**. Association for Business Communication (ABC) International Convention, Seattle, Washington.

- Webb, S.H. (October 2015). **Communication and Social Media Approaches in Small Businesses.** Association for Business Communication (ABC) International Convention, Seattle, Washington.
- Webb, S.H. (April 2015). **Future Work Skills for Our Graduates.** University of West Georgia Innovations in Pedagogy Conference, Carrollton, Georgia.
- Webb, S. & Roberts, S. (April 2015). **Role of Social Media in Small Businesses.** Business Education Research Conference Presentation. National Business Education Association (NBEA) National Convention, Chicago, Illinois.
- Webb, S., De Julius, J., & Roberts, S. (April 2015). **Social media security and email etiquette: So you think your social media information is secure?** Technology Workshop. National Business Education Association (NBEA) National Convention, Chicago, Illinois.
- Hall, S. (October 2014). **Are we heading in the right direction? An analysis of future works skills and assignments found in business communication courses.** Association for Business Communication (ABC) International Convention, Philadelphia, Pennsylvania.
- Hall, S. (October 2014). **My favorite assignment: Mirror mirror on the wall: Facial expressions in communication.** Association for Business Communication (ABC) International Convention, Philadelphia, Pennsylvania.
- Hall, S. & De Julius, J. (April 2014). **Web 2.0 Toolkit—Top Free Apps for Teachers.** Technology Workshop. National Business Education Association (NBEA) National Convention, Los Angeles, California.
- Hall, S. (October 2013). **My favorite assignment: Action Verb B-I-N-G-O.** Association for Business Communication (ABC) International Convention, New Orleans, Louisiana.
- Hall, S. (April 2013). **Who is in control? Effective classroom management strategies for generation “text” and generation “always on”.** National Business Education Association (NBEA) National Convention, Atlanta, Georgia.
- Hall, S. (October 2012). **What does it take? How projects & assignments in business communication courses help to make our students valuable & employable candidates.** Association for Business Communication (ABC) International Convention, Honolulu, Hawaii.
- Hall, S. (October 2012). **My favorite assignment: Who am I presentation.** Association for Business Communication (ABC) International Convention, Honolulu, Hawaii.
- Hall, S. (April 2012). **Overview of effective web-based assessment platforms in today’s computer application courses.** National Business Education Association (NBEA) National Convention, Boston, Massachusetts.
- Hall, S. & Snyder, L.G. (November 2011). **An analysis of business education methods courses: Best practices for instructional effectiveness.** Delta Pi Epsilon (DPE) National Research Conference, Indianapolis, Illinois.

- Hall, S. (October 2011). **Analysis of business communication course projects and requirements and how they relate to industry expectations.** Association for Business Communication (ABC) International Convention, Montreal, Quebec, Canada.
- Hall, S. (April 2011). **Having an e-impact with e-commerce in business education.** National Business Education Association (NBEA) National Convention, New Orleans, Louisiana.
- Hall, S. (October 2010). **My favorite assignment: barracuda cove investment game.** Association for Business Communication (ABC) International Convention, Chicago, Illinois.
- Hall, S. (April 2010). **Creating interdisciplinary programs.** National Business Education Association (NBEA) National Convention, San Diego, California.
- Hall, S. & North, A. (November 2009). **Integrating curriculum via professional organizations in business communications.** Association for Business Communication (ABC) International Convention, Portsmouth, Virginia.
- Hall, S. (November 2007). **Is leadership in your future?** Future Business Leaders of America (FBLA/PBL) National Convention, Buffalo, New York.
- Hall, S. (December 2006). **Distance education: is it in your future?** Association for Career and Technical Education (ACTE) National Convention, Atlanta, Georgia.
- Hall, S. (December 2004). **Innovative courses in New York State in business and marketing education.** Association for Career and Technical Education (ACTE) National Convention, Las Vegas, Nevada.
- Hall, S. (December 2004). **CTE sequences in business and marketing education in New York State.** Association for Career and Technical Education (ACTE) National Convention, Las Vegas, Nevada.
- Hall, S. (July 2004). **BTANYS business education summer workshop—regional enrichment workshops.** State Education Department (Workforce Preparation Division) and the Business Teachers Association of New York State (BTANYS), Buffalo, New York.
- Hall, S. (July 2003). **Real world assessments in business education.** Business Teacher Association of New York State (BTANYS) and State Education Department (Workforce Preparation Division), Buffalo, New York.
- Hall, S. (August 2002, October 2003). **The future of business education—curriculum considerations.** Business Teacher Association of New York State (BTANYS) Regional Meetings, Buffalo, New York.
- Hall, S. & Keller, S. (October 2002, October 2003). **Innovative lesson planning ideas.** Business Teachers Association of New York State (BTANYS) Annual State Conference, Buffalo, New York
- Hall, S. (July 2004). **BTANYS regional summer enrichment workshop.** Business Teacher Association of New York State (BTANYS) and the State Education Department (Workforce Preparation Division), Buffalo, New York.

- Hall, S. & Keller, S. (October 2003). **Teaching tips of beginning teachers.** Business Teacher Association of New York State (BTANYS) Annual State Conference, Albany, New York.
- Hall, S. (July 2003). **Real-world assessments in business education.** Business Teachers Association of New York State (BTANYS) Regional Summer Workshop for the State Education Department (Workforce Preparation Division), Albany, New York.
- Hall, S. (October 2001). **CTE in New York State.** Appointed speaker at the CTE Annual Fall Conference (Career & Technology Education) to represent the Business Teachers Association of New York State, Buffalo, New York.
- Hall, S. (October 2000). **Effective teaching strategies for business teachers.** Business Teachers Association of New York State (BTANYS) Annual State Conference, Syracuse, New York.
- Hall, S. (April 2001). **Leading the way—leadership seminar.** Hamburg High School, Hamburg, New York.
- Hall, S. (April 1995). **Office politics.** Career Exploration Internship Program: Williamsville Central Schools, Williamsville, New York.

PROFESSIONAL DEVELOPMENT

Professional Organization Conferences:

- Attended **National Business Education Association (NBEA)** Convention: March 2005 (Anaheim, CA); April 2006 (Tampa, FL); April 2007 (New York, NY); March 2008 (San Antonio, TX); April 2010 (San Diego, CA); April 2011 (New Orleans, LA); April 2012 (Boston, MA); April 2013 (Atlanta, GA); April 2014 (Los Angeles, CA); March 2015 (Chicago, IL); March 2016 (Las Vegas, NV); March 2017 (Chicago, IL); March 2018 (Baltimore, MD)
- Attended the **Association for Business Communication (ABC)** National Conference: November 2009 (Portsmouth, VA); November 2010 (Chicago, IL); October 2011 (Montreal, Quebec, Canada); October 2012 (Honolulu, Hawaii); October 2013 (New Orleans, LA); October 2014 (Philadelphia, PA); October 2015 (Seattle, WA); October 2016 (Albuquerque, NM); October 2017 (Dublin, Ireland); October 2018 (Miami, FL); October 2019 (Detroit, Michigan)
- Attended the **University of West Georgia's Meaningful Living and Learning in a Digital World** Conference – Savannah, Georgia: February 2018, February 2019
- Attended the **University of West Georgia's Innovations in Pedagogy** Conference – Carrollton, Georgia: April 2015, May 2016, May 2017, May 2018, May 2019
- Attended the **National Delta Pi Epsilon (DPE)** Conference: November 2008 (Chicago, IL); November 2010 (Philadelphia, PA); November 2011 (Indianapolis, IL)

- Attended National Association of Career & Technical Education (ACTE) Convention: December 2002 (Las Vegas, NV); December 2003 (Orlando, FL); December 2004 (Las Vegas, NV); December 2005 (Kansas City, MO); December 2006 (Atlanta, GA)
- Attended Annual State Conference of the Business Teacher Association of New York State (BTANYS): October 2002 (Albany, NY); October 2003 (Binghamton, NY); October 2004 (Niagara Falls, NY); October 2005 (Long Island, NY); October 2006 (Syracuse, NY); October 2007 (Albany, NY)

Professional Activities:

- Participant (Appointed), Piedmont Sustainability Project – Emory University: May 2018
- Participant, Richards College of Business – Faculty Development Day: May 2014, May 2015, May 2016, May 2017, May 2018, May 2019
- Fellow, Governor’s Teaching Fellows Program at University of Georgia: September 2015-April 2016
- Participant, Social Media Certificate Program (Eight-Week Course), UWG Continuing Education: March – May 2015
- Participant, Georgia Tech’s Office of Human Resources – Conflict Management Workshop: October 2014
- Participant, Center for Teaching and Learning (CTL) Study Group – Active Learning Strategies in your Classroom: Spring 2014
- Participant, Engaged Collaboration: A Summit for Partners in Education Workshop: July 2014
- Participant, University of West Georgia’s Desire to Learn (D2L) Summer Cohort: Summer 2012
- Participant, Georgia Career and Technical Education Convention—Beta Tau DPE Meeting, Atlanta, Georgia: June 2011, June 2010
- Participant, Georgia Consortium of Personal Financial Literacy—Fall Meeting, Atlanta, Georgia: December 2010

AWARDS & HONORS

- Recipient, Richards College of Business Faculty Development Grant Award: August 2019
- Recipient, Excellence in Teaching Award; Richards College of Business: August 2018
- Recipient, Excellence in Service Award; Richards College of Business: August 2017
- Recipient, Excellence in Research Award; Richards College of Business: August 2016
- Recipient, Excellence in Teaching Award; Richards College of Business: August 2015
- Recipient, Social Media Certificate Program (Eight Week Course): May 2015
- Fellow (Nominated/Accepted), UGA Governor’s Teaching Fellows Program: September 2015-April 2016
- Recipient, Excellence in Service Award; Richards College of Business: August 2014
- Recipient, Richards College of Business Faculty Development Grant Award: August 2014
- Recipient, Robert J. Stone Endowment Award for Entrepreneurial Studies: August 2013

- Recipient, Excellence in Faculty Research Award; Richards College of Business: August 2012
- Recipient, Excellent in Teaching Award; Richards College of Business: August 2011
- Participant, Nominated and selected in the Delta Pi Epsilon Young Scholars Program: Fall 2010
- Participant, Nominated and selected for the Emerging Leaders Program at Buffalo State College: May 2007
- Service-Learning Fellow at Buffalo State College—BME 303 Instructional Strategies Course: 2006-2007
- Recipient, Who's Who of American Graduate Students: Spring 2005
- Teacher-Scholar Fellow in the Faculty of Applied Science and Education newly developed program: 2002-2004. This is a new program whereby selected faculty work as liaisons to other faculty regarding teaching practices and pedagogy in the college classroom.
- Recipient, Center for Development of Human Services (CDHS) Mini-Grant to develop a needs assessment section of a human resource management training manual at Buffalo State College: December 2004
- Recipient, Center for Development of Human Services (CDHS) Mini-Grant for curriculum development manual for local area human resource trainers at Buffalo State College: March 2004
- Recipient, Center for Development of Human Services (CDHS) Mini-Grant for leadership management to produce and develop a leadership manual and workbook for local area human resource managers at Buffalo State College: January 2003
- Recipient, Center for Development of Human Services (CDHS) Mini-Grant for curriculum development in the area of organizational leadership at Buffalo State College: January 2002
- Participant, Attended the New York State Education Department BRIDGING THE GAP IN ACHIEVEMENT conference located in New York City, New York: April 2002
- Recipient, Hamburg Rotary Club Grant (money for business education equipment for Hamburg High School): December 2000
- Recipient, Business Teachers Association of New York State Outstanding New Teacher Award: 1997

UNIVERSITY SERVICE

University of West Georgia:

University-wide:

- Member, UWG Faculty Senate – Institutional Planning Committee: 2018-Present
- Member + Reviewer, UWG Quality Enhancement Plan (QEP) Assessment Committee: Fall 2017, Spring 2018, Fall 2018, Spring 2019, Fall 2019
- Member, UWG LEAP West Steering Committee: 2016-Present
- Senator, UWG Faculty Senate – Graduate Programs Committee: 2014-2018
- Chair, UWG Faculty Senate – Graduate Programs Committee: 2017-2018
- Executive Member, UWG Faculty Senate – Graduate Programs Committee: 2017-2018
- Member, UWG Faculty Senate – Graduate Programs Committee: 2014-2018
- Faculty Advisor, University of Georgia's KARMA Student Organization: 2017-Present
- Faculty Advisor, University of Georgia's HER Student Organization: 2017-Present
- Faculty Advisor, University of West Georgia's Fashion Forward (The Industry) Student Organization: 2012-2017
- Participant/Representative, UWG Majors Fair – Marketing + Real Estate Majors: February 2017
- Co-Coordinator, University of West Georgia: BIG NIGHT (University Level): 2008-2018
- Member, Themed Years Committee: 2012-2016

- Grader/Reviewer, UWG College of Education – Comprehensive Exam for Teacher Certification: 2014, 2015,
- Member, University Council for Educator Preparation Committee: 2012-2016
- Member, University of West Georgia: NCATE Steering Committee: 2009-2016
- Session Chair, UWG Innovations in Pedagogy Conference – Center for Teaching and Learning: May 2016
- Participant, University of West Georgia’s Honors Convocation: March 2011, March 2014, March 2015, April 2016, April 2017, April 2018
- Participant, University of West Georgia’s Commencement Ceremony—Faculty Marcher: Summer 2009, Summer 2010, Summer 2011, Spring 2012, Spring 2013, Fall 2013, Spring 2014, Fall 2014, Spring 2015, Fall 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017, Spring 2018, Fall 2018, Spring 2019
- Participant, University of West Georgia: Communities in Schools Committee: March 2014-2016
- Attended, UWG Alumni Award Dinner and Awards Ceremony: April 2015
- Participant, University of West Georgia: NCATE Accreditation Dinner with Examiners: April 2011
- Member, University of West Georgia: Student Life Committee: 2008-2014
- Member, University of West Georgia: Student Publications Board: 2008-2010

Richards College of Business:

- Liaison, Richards College of Business – Strategic Planning Committee: April 2019 – Present (Report related/relevant activities happening in the UWG Institutional Planning Committee)
- Co-Coordinator, Richards College of Business – Undergraduate Research Conference Liaison: Spring 2020
- Coordinator, AACSB Assessment of Learning (AoL) Written Assessment Reporting and Analysis: December 2014, December 2016, December 2018
- Coordinator, AACSB Assessment of Learning (AoL) Oral/Verbal Assessment Reporting and Analysis: May 2015, May 2017, May 2019
- Attendee, Richards College of Business – Faculty Research Luncheons: Fall 2016, Spring 2017, Fall 2017, Spring 2018 (presenter), Fall 2018, Spring 2019
- Co-Coordinator, Richards College of Business BIG NIGHT: January 2008-2018
- Member, Richards College of Business – Graduate Program Directors Committee: 2014-2016
- Director, Richards College of Business – Business Education Program: 2014, 2015, 2016 (deactivated – still working with students and administration)
- Member, Richards College of Business – Graduate Programs Committee: 2014-2018
- Participant, Richards College of Business – French University Research Collaboration: ISC Paris + LaRochelle University in Paris, France: May 2017
- Attended, Richards College of Business – Scholarship Luncheon: November 2014
- Attended, RCOB Economics Department – Economics Forecast Breakfast: October 2014, October 2018
- Participant, RCOB Future Faculty Luncheon: October 2008, October 2009, October 2010, March 2011, October 2012, October 2013, April 2014, October 2015, October 2016, October 2018, September 2019
- Participant, RCOB Executive Roundtable Event: April 2009, April 2010, October 2012, September 2014, April 2015, February 2016
- Participant, RCOB Website Focus Group: November 2011
- Participant, RCOB Active Learning Workshop: August 2010-January 2011
- President, Delta Pi Epsilon Beta Tau Chapter (University Chapter): July 2010- April 2012

Department of Marketing & Real Estate:

- Advisor, students enrolled in the graduate program in business education: August 2008-2017 (deactivated in 2016 – advised remaining students finishing out the program)
- Committee Member, Marketing & Real Estate Planning Committee: October 2010-2014
- Participant/Representative, University of West Georgia's Preview Day: Representing Marketing/Real Estate Department for the Richards College of Business: Spring 2010

State University College at Buffalo:

University-wide:

- Member of the NCATE Teacher Education Council: April 2002-May 2008
- Member of the NCATE Assessment Committee: January 2002-May 2004
- Member of the NCATE Field Placement Committee: May 2002-May 2004
- Nominated and elected representative for the Faculty of the School of Education of the executive committee on the Teacher Education Council (TEC): May 2004-May 2007

Department of Business:

- Committee chairperson for the faculty selection committee in the business department: September 2002-May 2005
- Advisement of all students entering either undergraduate or graduate programs in both business & marketing education.
- Responsible for coordinating components of the business education program with the teacher certification office and admissions offices (undergraduate and graduate).

Business & Marketing Education Program:

- Coordinate and act as liaison to the department chairperson and the CTE program coordinator regarding all student teaching activities including student-teacher placement, semester meetings, and student-teacher supervision.
- Develop and revise the business education program's curriculum to meet all NCATE (National Council for Accreditation of Teacher Education) and campus-wide standards.
- Develop business education course curriculum to focus on the New York State Learning Standards, including Career Development and Occupational Studies (CDOS) Learning Standards.

PROFESSIONAL SERVICE

Association for Business Communication

- Session Chair, ABC International Convention for Sessions at the Conference: October 2016, October 2017, October 2018
- Reviewer, 2013 National Communication Association Conference—Washington DC: April 2013

Association for Research in Business Education – Delta Pi Epsilon (DPE)

- Director of Communication (Elected): 2016-2018
- Member, Grant Review Committee: 2014-2018
- Member, Strategic Planning Committee: 2013-2018
- Member, National Membership Committee: 2011-2018
- Member, National Publications Committee: 2012-2018

- President, Delta Pi Epsilon Beta Tau Chapter (University Chapter): July 2010- April 2012
- Session Chair/Discussant, Delta Pi Epsilon National Conference: November 2011, November 2010
- Participant, Nominated and selected in the Delta Pi Epsilon Young Scholars Program: November 2010

Business Teachers Association of New York State (BTANYS)

- President (Term: 2007-2009): October 2006-June 2008
- Vice President (Term: 2005-2007): October 2004
- Regional Director: 2001-2005
- Chairperson, Overall Conference Chair for Business Teachers Association of New York State: 2004-2006
- Coordinator, regional summer enrichment workshop for the State Education Department (Workforce Preparation Division): July 2003 and July 2004
- Coordinator, local professional development workshops: August 2002/October 2003
- Liaison, State Education Department (Workforce Preparation/Business Education Division) to examine alternative curriculum to satisfy electives in math, English, and social studies: January 2003
- Conducted a focus group with chairpersons of business departments in local high schools around Western New York: March 2003

Carrollton Community Foundation of West Georgia

- Member/Reviewer, Community Impact Grant Committee: September 2014

Carrollton High School

- Member, Advisory Board for the Business Education Program: December 2014-2017

Cengage/South-Western Publishing

- Member, Business Communication Focus Group at ABC Convention in Miami, Florida: October 2018
- Member, Business Communication Focus Group at ABC Convention in Dublin, Ireland: October 2017
- Member, Business Communication Focus Group: October 2014
- Reviewer, Advertising and Sales Textbook: August 2011

Georgia Business Education Association (GBEA)

- Editorial Reviewer, Georgia Business Education Association Journal: 2011-2016

Global Listening Centre (GLC)

- Director, Academic Division: April 2016 – Present
<http://www.globallisteningcentre.org/member/susan-hall-webb/>

Industrial Marketing & Purchasing Group

- Reviewer, 2013 Industrial Marketing & Purchasing Conference—Atlanta, Georgia: May 2013

McGraw-Hill Publishing

- Member, Business Communication Focus Group at ABC Convention in Miami, Florida: October 2018
- Member, Business Communication Focus Group at ABC Convention in Dublin, Ireland: October 2017
- Member, Business Communication Focus Group at ABC Convention in New Mexico: October 2016
- Member, Business Communication Focus Group in Dallas, Texas: March 2015

National Business Education Association (NBEA)

- Chair/Session Discussant, NBEA Annual Convention for Sessions at the Conference: April 2015, April 2016, April 2017, April 2018
- Editorial Reviewer, NBEA Yearbook: 2011-Present
- Session Chair, NBEA National Convention: April 2009, April 2011

NOCTI—National Industry Assessments

- Subject Matter Expert (SME), Administrative Assisting National Examination: April 2015
- Subject Matter Expert (SME), Cut Score Project – Advertising and Design National Examination: November 2015
- Subject Matter Expert (SME), Cut Score Project – Education and Training National Examination: October 2014, October 2015
- Subject Matter Expert (SME), Education and Training National Examination: November 2014
- Subject Matter Expert (SME), Computer Technology National Examination: August 2010
- Subject Matter Expert (SME), Education and Training National Examination: July 2008
- Subject Matter Expert (SME), Business, Management, and Administration Pathways National Examination: July 2008
- Cut-Score Contributor and Subject Matter Expert, Administrative Assistant National Examination: July 2008, July 2010

Pearson Publishing

- Reviewer, Core Concepts of Business Communication Textbook: May 2011
- Reviewer, Business Communication Basics Textbook: May 2011

Prentice Hall Publishers

- Reviewer, B2B Managerial Communication Textbook: April 2012

Sage Publishing

- Member, Business Communication Focus Group at ABC Convention in New Mexico: October 2016

Southern Business Education Association (SBEA)

- Reviewer, Awards Committee Evaluation for the SBEA Leadership Awards: April 2012

UWG Continuing Education:

- Presenter/Trainer, Effective Communication + Writing in the Workplace: August 2019
- Presenter/Trainer, Writing in the Workplace Workshop: May 2018, April 2019
- Presenter/Trainer, Communication in a Diverse Workplace: May 2018, July 2019
- Presenter/Trainer, Soft Skills that Matter Workshop: February 2017, March 2017, July 2017, May 2018
- Presenter/Trainer, Managing Millennials Workshop: November 2016, November 2017
- Presenter/Trainer, Public Speaking in the Workplace Workshop: December 2016, March 2019
- Presenter/Trainer, Customer Service Essentials Workshop: February 2014, March 2014, July 2014, February 2015, March 2015, July 2015, February 2016, March 2016, July 2016
- Presenter/Trainer, Essential Communication in the Workplace Workshop: August 2014, September 2014, August 2015, September 2015, August 2016, September 2016, August 2017, September 2017
- Presenter/Trainer, Develop Your Leadership Potential: October 2014, October 2015, August 2016, May 2018, June 2019

University of the State of New York – LOMA Educational Division:

- Subject Matter Expert, **National College Credit Recommendation Service (NCCRS):** October 2017-November 2017. Participated in analyzing current online curriculum and assessments so they meet educational standards and objectives:
 - Foundations of Customer Service Course (ACS 100)
 - Retirement Marketing + Business Acquisition Course (SRI 220)
 - Successful Retirement Outcomes Course (SRI 210)
 - Improving the Bottom Line: Insurance Company Operations Course (LOMA 291)
 - Insurance Marketing Course (LOMA 320)
 - Principles of Insurance Course (LOMA 280)
 - Meeting Customer Needs with Insurance + Annuities Course (LOMA 281)
- Subject Matter Expert, **National College Credit Recommendation Service (NCCRS):** October 2014-November 2014. Participated in analyzing current online curriculum and assessments so they meet educational standards and objectives.

West Georgia Technical College (WGTC), Carrollton, Georgia

- Chair, Advisory Board for the Business & Administrative Technology (BAT) Program: 2010, 2011, 2012, 2014, 2015, 2016, 2017, 2018, 2019
- Member, Advisory Board for the Business & Administrative Technology (BAT) Program: November 2008-May 2010