

Curriculum Vitae
CASEY FRECHETTE, Ph.D.

St. Petersburg, Florida

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INTRODUCTION

Collaborative, interdisciplinary scholar and versatile educator and media professional with more than two decades of experience in education, journalism and technology. Focused on innovative solutions to real-world problems.

EDUCATION

Ph.D., Organizational Learning & Instructional Technologies, 2000 – 2008

University of New Mexico, Albuquerque, New Mexico

- Concentrated in multimedia design with a thematic minor in communication and journalism.
- Dissertation explored the role of animated characters in virtual learning environments.

M.A., Media Arts & Computer Science, 1998 – 2000

New Mexico Highlands University, Las Vegas, New Mexico

- Concentrated in digital audio and video production.
- Completed a master's field project about psycho-educational concepts via original 3D models and animations.

B.S., Student Designed Educational Program, 1996 – 1998

Eastern New Mexico University, Portales, New Mexico

- Pursued interdisciplinary studies in psychology, theater, communication, and music.

PROFESSIONAL EXPERIENCE

Department Chair, 2019 – Present

University of South Florida St. Petersburg campus, St. Petersburg, Florida

- Oversee curricular development and internal review.
- Set academic schedules and teaching assignments.
- Establish short- and long-term strategic priorities.
- Administer the unit budget.
- Ensure the Department maintains its professional accreditation.
- Assist faculty in professional development, tenure, and promotion.

- Determine faculty hiring needs and coordinate recruitment and hiring.
- Represent the Department and its interests to administrative and academic officers.
- Represent the Department within our local communities and across the profession.
- Represent the Department at orientation sessions, open houses, and other events for prospective students.
- Seek external support and funding.
- Seek and cultivate partnerships.
- Ensure undergraduates receive timely, appropriate advising within the major.
- Work with the Advising Office to coordinate communications with students.
- Oversee campus-community joint ventures.
- Appoint and supervise adjunct faculty.
- Monitor enrollment and propose changes to the curriculum.
- Maintain and enforce policies regarding student performance and conduct.
- Conduct scheduled meetings.
- Hire, supervise, and evaluate office staff.
- Recruit and retain students.
- Support the Graduate Program Coordinator as needed.
- Engage in outreach to alumni of the undergraduate program.
- Ensure the undergraduate program stays in compliance with ACEJMC, our professional accreditor.
- Ensure the overall effectiveness of the Department in meeting its mission.

Associate Professor, 2019 – Present

University of South Florida St. Petersburg campus, St. Petersburg, Florida

- Teach courses online and in-person across the Department's programs.
- Design new courses.
- Advise graduate and undergraduate students.
- Supervise graduate students' applied research projects.
- Pursue research in online learning, technology, journalism, and related themes.
- Lead department's accreditation and assessment efforts.

Assistant Professor, 2014 – 2019

University of South Florida St. Petersburg campus, St. Petersburg, Florida

- Taught courses online and in-person across the Department's programs.
- Designed new courses.
- Advised graduate and undergraduate students.
- Supervised graduate students' applied research projects.
- Pursued research on online learning, technology, journalism and related themes.
- Led department's accreditation and assessment efforts.

Web Strategist & Consultant, 2012 – 2017

University of South Florida St. Petersburg campus, St. Petersburg, Florida

- Provided support and guidance to the Nelson Poynter Memorial Library on the design and development of Web-based initiatives.
- Facilitated planning and design meetings.
- Provided guidance and feedback on design decisions and make specific recommendations with regard to UI, UX, and graphic design.
- Analyzed and provided suggestions on information architecture.

Visiting Assistant Professor, 2012 – 2014

University of South Florida St Petersburg campus, St. Petersburg, Florida

- Taught courses online and in-person across the Department's programs.
- Designed new courses.
- Advised graduate and undergraduate students.
- Supervised graduate students' applied research and final projects.
- Pursued research into online learning.
- Served on the system-level LMS evaluation committee that recommended a move to the Canvas platform (which was later adopted).

Adjunct Faculty, 2012 – 2014

The Poynter Institute for Media Studies, St. Petersburg, Florida

- Led Webinars on Web publishing, media production and other digital skills.
- Taught an online group seminar on building news and information websites.
- Taught in mobile and other digital media in-person seminars.
- Wrote technology and digital strategy articles for Poynter.org.

Visiting Scholar, Summer 2012

Fudan University, Shanghai, China

- Co-taught a convergence journalism class.
- Delivered guest lectures on digital journalism techniques and trends.
- Co-developed a prototype for a WordPress-based Chinese learning management system.

Interactive Learning Producer, 2004 – 2011

The Poynter Institute for Media Studies, St. Petersburg, Florida

- Developed online training with News University, The Poynter Institute's distance learning program.
- Worked with faculty and industry experts to design course curricula, applying a range of instructional design theories.
- Worked with teams of designers, programmers, writers and editors to produce self-directed and live e-learning experiences.
- Taught in Webinar sessions with several hundred participants.
- Served on the Institute Strategy group during strategic planning sessions in 2008 and on an ongoing basis in 2011.
- Guest-taught technology and programming concepts in in-person seminars.

- Represented Poynter and News University at national conferences, including ACES, ASNE and AEJMC.

Contractor / Consultant, 2004

Sandia National Laboratories, Albuquerque, New Mexico

- Consulted on internal training projects.
- Advised on the design and development of e-learning materials and produced prototypes and examples.
- Designed and developed e-learning tutorials and simulations.

Instructor, Technology-based Training, 2003

Department of Continuing Education, University of New Mexico, Albuquerque, New Mexico

- Designed and taught a five-week, 15-hour class on technology-based training.

Project Assistant / Quantitative Research Software Developer, 2001 – 2003

Department of Educational Psychology, University of New Mexico, Albuquerque, New Mexico

- Developed and tested computer-based independent and dependent variables used in quantitative, experimental research on multimedia learning and human cognition.

Multimedia Developer, 2000 – 2004

Technology and Education Center, University of New Mexico, Albuquerque, New Mexico (2000 - 2004)

- Produced scripts, graphics, audio, and code used in e-learning environments under a five year, multi-million dollar grant funded by the Department of Education in collaboration with the Navajo Education and Technology Consortium.
- Developed standards-based instructional content. Coordinated multimedia projects involving programmers, graphic artists, and teachers.
- Sought funding and composed concept letters.

Board Operator, News Writer & Production Assistant, 1997 – 1998

KSEL / KSMX Broadcasting, Portales, New Mexico

- Recorded and edited audio in digital and analog formats.
- Served as on-air talent for a top 40 hits FM music station.
- Engineered sports events and live broadcasts.

PROFESSIONAL HONORS & AWARDS

- Invited member of the third class of the *USF System Professional Development in Higher Education Leadership Program*.
- One of four faculty members from across the USF system invited to present at the inaugural *Bay to Bay Symposium* with keynote speaker Sir Ken Robinson on Feb. 12, 2016.
- Second place in the data visualization category in the 2016 Africa Media Awards for

How long have Africa's presidents held office?, an interactive map and chart that highlight how long African presidents have held power.

PUBLICATIONS

Books

- Gunawardena, C. N., Frechette, C., & Layne, L. (2018). *Culturally Inclusive Instructional Design: A Framework and Guide to Building Online Wisdom Communities*. New York.: Routledge.

Book Chapters

- Frechette, C. (2022). Technology Chapter. In T. Silvia (Ed.), *Journalism after the pandemic*. Jefferson, North Carolina: McFarland.
- Silvia, T. & Frechette, C. (2022). Social Media Chapter In T. Silvia (Ed.), *Journalism after the pandemic*. Jefferson, North Carolina: McFarland.
- Frechette, C. (2020). Supporting Sociocultural Learning in Online and Blended Learning Environments. In M.J. Bishop, J. Elen, E. Boling, & V. Svihla (Eds.), *Handbook of research on educational communications and technology, 5th edition*. New York: Springer.
- Frechette, C., & Ancu, M. (2017). Use of Twitter by 2016 candidates for the U.S. congress. In J. C. Baumgartner & T. L. Towner (Eds.), *The Internet and the 2016 Presidential Campaign*. Lanham, Maryland: Lexington.
- Frechette, C., Gunawardena, C. N., & Layne, L. C. (2014). Accounting for culture in instructional design. In I. Jung & C. N. Gunawardena (Eds.), *Culture and online learning: Global perspectives and research*. Sterling, VA: Stylus.

Journal Articles

- Frechette, C., Diasio, S., Lockett, M., Trocchia, P. J., & Natali, S. (2023). Immersive Technology as a Social Marketing Tool: Exploring the Impact of 360-Video & Virtual Reality on Intent to Help and Attitudes Toward the Homeless. *Social Marketing Quarterly*, 0(0). <https://doi.org/10.1177/15245004221150796>
- Frechette, C., Gunawardena, C. N., & Layne, L. (2016). How to design culturally inclusive online learning experiences (Yiwei Peng trans.). *The Chinese Journal of Distance Education*, 12, 5-14.
- Kmetz, K., Frechette, C., Dukes, L., Stowell, N., Emert Topping, N., & Brodosi, D. (2016). Closed captioning matters: Examining the value of closed captions for *all* students. *Journal of Postsecondary Education and Disability*, 29(3), 231-238.
- Frechette, C., & Moreno, R. (2010). The roles of animated pedagogical agents' presence and nonverbal communication in multimedia learning environments. *Journal of Media*

Psychology, 22(2), 61-72.

- Gunawardena, C. N., Jennings, B., Ortegado-Layne, L., Carabajal, K., Frechette, C., Lindemann, K., & Mummert, J. (2006). New model, new strategies: Instructional design for building online wisdom communities. *Distance Education*, 27(2), 217-232.
- Gunawardena, C. N., Jennings, B., Ortegado-Layne, L., Frechette, C., Carabajal, K., Lindemann, K., & Mummert, J. (2004). Building an online wisdom community: A transformational design model. *Journal of Computing in Higher Education*, 15(2), 40-62.

Trade / Professional Articles

- Solomon, S. & Frechette, C. (2018, September 13). Corruption is wasting Chinese money in Africa. *Foreign Policy*. Retrieved from <https://foreignpolicy.com/2018/09/13/corruption-is-wasting-chinese-money-in-africa/>
- Solomon, S. & Frechette, C. (2017, July 21). No, al-Shabab is not deadlier than Boko Haram. Here are better numbers. *The Washington Post*. Retrieved from <https://www.washingtonpost.com>
- Solomon, S. & Frechette, C. (2016, January 22). Skepticism before sympathy: why journalists should verify figures from the U.N., NGOs and nonprofits. *Poynter*. Retrieved from <http://www.poynter.org>

Creative Works

- Christy, A. (Producer), & Frechette, C. (Producer). (2018). Learn to discern: Citizen media literacy in Ukraine and beyond [Motion picture]. United States. (Available at <https://vimeo.com/228775320>)
- Christy, A. (Producer), & Frechette, C. (Producer). (2016). Oil and water don't mix: Glacier National Park and the Flathead Watershed under threat [Motion picture]. United States. (Available at <https://www.vimeo.com/192265929>)
- Solomon, S. (Producer), & Frechette, C. (Producer). (2016). How long have Africa's presidents held office? [Interactive data visualization]. United States. (Available at <http://projects.voanews.com/african-presidents>)

GRANTS

Co-PI

- Recipient of \$42,000 in external funding to support research into closed captioning and interactive transcripts. 2018.
- Recipient of \$10,000 in internal funding to support research into immersive, 360-video in journalism. 2018.
- National Endowment for the Humanities, \$157,497 outright, *Interpreting the American*

Image Through the Photographs of John Collier Jr.: A Virtual Experience. Grant coauthor. PI: William Bramble. 2005.

PRESENTATIONS

Peer-referred

- Frechette, C. Gunawardena, C. N., & Layne, L. (2019, November). From Theory to Platform: Designing Software to Support Online Wisdom Communities. Paper presented at the 28th ICDE World Conference on Online Learning, Dublin, Ireland.
- Frechette, C. & Austin, S. (2017, November). Empowering Students with Disabilities through an Online Student Support Portal. Paper presented at EDUCAUSE Annual Conference 2017, Philadelphia, Pennsylvania.
- Dukes, L. & Frechette, C. (2017, May). A Comparison of Student Use of Closed Captions and Interactive Transcripts in Online Courses. Paper presented at the 2017 Postsecondary Disability Training Institute (PTI), Boston, Massachusetts.
- Frechette, C. (2016, May). A New Online Learning Platform for African Journalists. Paper presented at the 11th E-Learning Africa / 11th International Conference on ICT for Development, Education & Training, Cairo, Egypt.
- Solomon, S. & Frechette, C. (2015, February). Ethics of Analytics-driven Journalism. Paper presented at the 24th Annual Conference for the Association for Practical and Professional Ethics (APPE), Costa Mesa, CA.
- Dukes, L. & Frechette, C. (2014, July). Closed Captioning Matters: An Examination of the Use of Captioning for All Students. Paper presented at the 26th Annual Postsecondary Disability Training Institute, Philadelphia, PA.
- Gunawardena, C. N., Frechette, C., & Lane, L. C. (2012, September). Designing Wise Communities that Engage in Creative Problem Solving: An Analysis of an Online Design Model. Paper presented at the 62nd Annual Conference of the International Council for Educational Media (ICEM) 2012, Nicosia, Cyprus.
- Moreno, R., Flowerday, T., & Frechette, C. (2005, April). Does the Choice of Animated Pedagogical Agents Help Students Learn Science from a Multimedia Game? Paper presented at the 2005 annual meeting of the American Educational Research Association (AERA), Montreal, Canada.
- Moreno, R. & Frechette, C. (2004, November). Effects of Social and Physical Presence in Virtual Reality Learning Environments: A Cognitive Load Perspective. Paper presented at the 2004 annual meeting of the Psychonomic Society, Minneapolis, MN.
- Moreno, R. & Frechette, C. (2004, November). What Do We Know About Learning with Animated Pedagogical Agents? Implications of the Research for Educational Technology Theory and Practice. Paper presented at the 2004 annual meeting of the Society for Computers in Psychology, Minneapolis, MN.
- Co-presented at the 2004 Annual Meeting of the American Educational Research

Association. Session title was Case Studies of Online Program Development.

Other

- Frechette, C. & Morris, K. (2019, October). An Exploration into How You Can Use Accessible Video to Improve Comprehension. Research presented at the 2019 ACCESS Conference, Boston, Massachusetts.
- Invited guest lecturer (2010) at Fudan University in Shanghai, China (presented to journalism students on the work of Poynter's News University and discussed journalism training in the U.S.).
- Guest speaker in instructional systems design and distance learning courses at the University of New Mexico (2000-2004); presented on the application of learning and instructional theories to the design of computer-based learning materials. Discussed common challenges facing designers of instructional media and possible solutions. Also co-designed and implemented demonstrated examples.
- Co-presented at a joint meeting of the Oklahoma State University Star Schools team and the University of New Mexico's Star Schools evaluation team (2002). Also co-designed and implemented the e-learning examples demonstrated.
- Co-presented to a delegation of leading education officials from across Africa, including Botswana and Nairobi, on the pros and cons of web-based distance learning (2004).

TEACHING EXPERIENCE

Graduate

- **Mass Communication Theory** – Overview of major theories concerning media consumption and production.
- **Digital Media Technology** - Survey course on digital media tools, technologies and trends.
- **Digital Audio Production** - Hands-on, project-based course on digital audio equipment and production techniques.
- **Digital Video Production** - Hands on, project-based course on digital video equipment and production techniques.
- **Digital Production** - Digital production and post production techniques covering audio, photography and video.
- **Web Publishing** - Web design and development principles, tools and techniques.

Undergraduate

- **Intro to Blogging** - Writing course focused on keys to successful online publishing.
- **Visual Literacy** - Essential theories behind how we perceive visual information.

- **Video Storytelling** - Digital media course focused on visual storytelling and foundational video techniques.
- **Advanced Video Storytelling & Photojournalism** - Advanced production and post-production techniques, including multi-camera shooting and editing, timelapse photography, green screen technology, and advanced lighting applications.
- **Senior Seminar** - Capstone course for students in the undergraduate program.
- **Web Publishing** - Web design and development principles, tools and techniques.
- **Writing for the Mass Media** - Foundational writing course.

Other/Professional

- **Building Effective News & Information Websites** - A three-week, semi-synchronous online course offered via Poynter's News University.

ACADEMIC HONORS

- Graduated summa cum laude at undergraduate and graduate levels.
- Member of the Honor Society of Phi Kappa Phi for undergraduate and graduate work.
- Passed doctoral comprehensive exam and dissertation defense with distinction.

KEY SKILLS

Teaching

- Face-to-face, online and hybrid
- Graduate, undergraduate and professional settings

Web Technologies

- PHP, MySQL and Apache
- LAMP, WAMP and WIMP technology stacks
- JavaScript, jQuery, HTML, CSS
- Drupal, WordPress

Media Production

- Non-linear video/audio editing (Adobe Premiere Pro / Audition)
- Motion graphics (Adobe After Effects)
- 3D modeling and animation (Lightwave)

Learning / Instructional Design

- ADDIE model/ISD
- Assessment and rubric design
- Constructivist learning design