

## BRENDA L. BERKELAAR

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Assistant Professor, Department of Communication Studies  
Moody College of Communication  
The University of Texas at Austin  
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## EDUCATION

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- Ph.D. **Purdue University** | Department of Communication 2010  
Major Area: Organizational Communication  
Minor Areas: Learning and Technology, Research Methods  
Major Professors: Patrice Buzzanell and Beverly Davenport Sypher  
Committee Members: Sorin Matei, Gary Bertoline  
Dissertation: *Cyber-vetting: Exploring the implications of online information for career capital and human capital decisions*
- M.A. **Seton Hall University** | Strategic Communication and Leadership 2004  
Major Area: Strategic Communication and Leadership  
Project: *Research and information technology fluency across the curriculum*
- B.A. **Calvin College** | Psychology (with honors); French (with honors) 1998  
B.Sc.R. | Recreation (therapeutic focus)

## ACADEMIC APPOINTMENTS

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- 2011-present **Assistant Professor** | *The University of Texas at Austin, Austin, TX*  
Department of Communication Studies  
Faculty Affiliations: Center for Identity, The University of Texas at Austin  
Center for Health Communication, The University of Texas at Austin
- 2010-2011 **Assistant Professor** | *Northeastern University, Boston, MA*  
Department of Communication Studies
- 2009-2010 **Research Assistant** | *Purdue University, West Lafayette, IN*  
*The Office of the Provost and Susan Bulkeley Butler Center for Leadership Development*  
Assisted with research and development projects associated with new policy center, new leadership center, and academic leadership development within and across disciplinary and institutional boundaries.
- 2007-2008 **Research Assistant** | *Purdue University, West Lafayette, IN*  
Assisted in concept development, grant proposal, research design, data collection, and data analysis, for large scale, multinational grant-funded project.
- 2006-2008 **Graduate Teaching Assistant** | *Purdue University, West Lafayette, IN*  
Department of Communication
- 2003-2004 **Instructor and Assistant to the Course Director** | *Calvin College, Grand Rapids, MI*

- Computer Science Department and Research and Information Technology
- 1997 **Teaching Assistant** | Calvin College, Grand Rapids, MI  
French Department
- 1995-1997 **Tutor and Conversation Leader** | Calvin College Grand Rapids, MI  
French Department

## HONORS & AWARDS

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- 2015 **Top Paper Award** | National Communication Association, Organizational Communication Division. *Beyond digital common sense: How implicit theories influence online impression management.* (B. L. Berkelaar)
- 2013 **Dean's Fellow** | Moody College of Communication, The University of Texas at Austin  
*Effectively assessing, explaining, and enhancing digital communication literacy*
- 2013 **Top 3 Paper Award** | National Communication Association, Organizational Communication Division. *Storying the digital professional: How online screening practices are changing personnel selection and employability* (B. L. Berkelaar, J. Birdsell, & J. Scacco)
- 2011 **Top Paper Award** | Eastern Communication Association. *From the mouths of babes: Exploring families' career socialization of young children in China, Lebanon, Belgium, and the United States* (P. M. Buzzanell, B. L. Berkelaar, & L. G. Kisselburgh)
- 2010 **College of Liberal Arts Distinguished Dissertation Award** | Purdue University. *Cyber-vetting: Exploring the implications of online information for career capital and human capital decisions.* Recognizes dissertations that make unusually significant contributions to their disciplines based on methodological quality, substantive quality, and effectiveness of author's writing style [\$500]
- 2010 **Top Paper Award and Top Student Paper Award** | National Communication Association, Organizational Communication Division. *Cyber-vetting: Are new communication technologies changing informational criteria for personnel selection?* (B. L. Berkelaar)
- 2010 **Scholarship, Applied Management Principles Program** | Purdue University [\$1095].
- 2009 **Best Paper Award** | eSociety Conference, 2009 Global Forum, Shanghai, China  
*Collaborative research in global contexts: Ethical, institutional, and academic synergies* (L. G. Kisselburgh, B. L. Berkelaar, & P. M. Buzzanell)
- 2009 **Top 3 Paper Award** | National Communication Association, Organizational Communication Division. *Discourses, imagination, and material realities: Children in the United States and China talk about work* (P. M. Buzzanell, L. G. Kisselburgh, & B. L. Berkelaar)
- 2009 **Alan H. Monroe Graduate Scholar Award** | Purdue University, Department of Communication. Recognizes graduate students who demonstrate high standards of scholarly excellence
- 2009 **K. Patricia Cross Future Leaders Award, Finalist** | Association of American Colleges and Universities. Competitive national award honoring teachers in higher education.
- 2004 **Co-Valedictorian** | Seton Hall University, Masters in Strategic Communication and

## Leadership

1994-1998     **Presidential Scholarship** | Calvin College  
Selective scholarship awarded to incoming freshmen based on academic merit.

## RESEARCH

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\* peer-reviewed

### Journal Articles

- \***Berkelaar, B. L.**, Birdsell, J. L., & Scacco, J. M. (In Press). Storying the digital professional: How online screening shifts the primary site and authorship of workers' career stories. *Journal of Applied Communication Research*.
- \***Berkelaar, B. L.**, Scacco, J. M., & Birdsell, J. L. (2015). The worker as politician: How online information and electoral heuristics shape personnel selection and careers. *New Media & Society*, 17, 1377-1396. doi:10.1177/1461444814525739
- \*Hanchey, J. & **Berkelaar, B. L.** (2015). The context of careers: Examining discourses of career success in Tanzania. *Management Communication Quarterly*, 29, 411-439. doi:10.1177/0893318915584623
- \***Berkelaar, B. L.** & Buzzanell, P. M. (2015). Online employment screening and digital career capital: Exploring employers' use of online information for digital employment screening. *Management Communication Quarterly*, 29, 84-113. doi:10.1177/0893318914554657
- \***Berkelaar, B. L.** & Buzzanell, P. M. (2015). Bait and switch or double-edged sword? The (sometimes) failed promises of calling. *Human Relations*, 68, 157-178, doi:10.1177/0018726714526265
- \***Berkelaar, B. L.** (2014). Cybervetting, online information, and personnel selection: New transparency expectations and the emergence of a digital social contract. *Management Communication Quarterly*, 28, 479-506. doi:10.1177/0893318914541966 [**Lead Article**]. Featured article in Management Communication Quarterly Newsletter.
- \***Berkelaar, B. L.** & Buzzanell, P. M. (2014). Reconceptualizing fit (assessments) in personnel selection: Employers' sensemaking about cybervetting. *Journal of Applied Communication Research*, 42, 456-476. doi:10.1080/00909882.2014.954595
- \*Greene, J. O., Morgan, M., Anderson, L. B., Gill, E., **Berkelaar, B. L.**, Herbers, L. E., & Hingson, L. (2014). Formative communication experiences and message production in adulthood: Family communication patterns and creative facility. *Communication Research Reports*, 31, 41-52. doi:10.1080/08824096.2013.843166
- \***Berkelaar, B. L.** (2013). Joining and leaving organizations in a global information society. In E. Cohen [Ed.], *Communication yearbook 37* (pp. 33-64). Thousand Oaks, CA: Sage.
- \***Berkelaar, B. L.**, Buzzanell, P. M., Kisselburgh, L. G., Tan, W., Shen, Y. (2012). "First, it's dirty. Second, it's dangerous. Third, it's insulting." Urban Chinese children talk about dirty work. *Communication Monographs*, 79, 93-114. doi:10.1080/03637751.2011.646490
- \*Buzzanell, P. M., **Berkelaar, B. L.**, & Kisselburgh, L. G. (2012). Expanding understandings of mediated and human socialization agents: Chinese children talk about desirable work and career. *China Media Research*, 8, 1-14.

- \*Buzzanell, P. M., **Berkelaar, B. L.**, & Kisselburgh, L. G. (2011). From the mouths of babes: Exploring families' career socialization of young children in China, Lebanon, Belgium, and the United States, *Journal of Family Communication*, 11, 148-164. doi:10.1080/15267431.2011.554494
- \*Kisselburgh, L. G., **Berkelaar, B. L.**, & Buzzanell, P. M. (2009). Discourse, gender, and the meanings of work: Rearticulating science, technology, and engineering careers through communicative lenses. In C. Beck (Ed.), *Communication yearbook 33* (pp. 258-299). New York, NY: Routledge.
- \*Kuhn, T., Golden, A. G., Jorgenson, J., Buzzanell, P. M., **Berkelaar, B. L.**, Kisselburgh, L. G., Kleinman, S., & Cruz, D. (2008). Cultural discourses and discursive resources for meaning/ful work: Constructing and disrupting identities in contemporary capitalism, *Management Communication Quarterly*, 22, 162-171. doi:10.1177/0893318908318262

## Under Review

- Berkelaar B. L.** (Under review). The disruptive potential of online information: A preliminary framework on how perceived functions of emerging and conventional practices shape organizational processes. Submitted for consideration to *Human Relations*
- Berkelaar, B. L.** (Under review). How implicit theories differentiate approaches to online impression management: A proposed typology. Submitted for consideration to *New Media & Society*
- Ford, J. L., Ford, J. S., Frei, S., & **Berkelaar, B. L.** (Second revision under review). A network under stress: A theoretical examination of embeddedness and uncertainty reduction in campus emergencies. Revision for consideration to the *Journal of Applied of Communication Research*.
- Dutta, M. & **Berkelaar, B. L.** (Under review). A culture-centered approach to crisis communication. Submitted for consideration to *Public Relations Inquiry*.

## Published Academic Proceedings

\* indicates competitive selection

- \*Buzzanell, P. M., **Berkelaar, B. L.**, & Kisselburgh, L. G. (forthcoming). Global constructions of career aspirations. In L. Liu (Ed.), *UNESCO Chair on Media and Gender International Forum*. Beijing, PRC: Communication University of China.
- \***Berkelaar, B. L.**, Long, Z. & Buzzanell, P. M. (2013). Cybervetting in the People's Republic of China: Exploring the implications of the "New Internet World" for everyday work and career (pp. 438-455). In *New Media and Internet Communication and Communities in China*. Shanghai, PRC: Shanghai People's Publishing House.

- \*Kisselburgh, L. G., **Berkelaar, B. L.**, & Buzzanell, P. M. (2009). Collaborative research in global contexts: Ethical, institutional and academic synergies. In *Proceedings of the 2009 Chinese Communication Association Convention and the Third Global Communication Forum*. Shanghai, China.
- \*Cady, B., Fortenberry, N. L., Davenport Sypher, B. Haghighi, K., Abel, S., Reed-Rhodes, T., Cox, M. & **Berkelaar B. L.** (2009). Work in progress: Developing a certificate program for engineering faculty as leaders of academic change. *Frontiers in Education Conference, 2009. 39th IEEE*, pp.18-21. doi:10.1109/FIE.2009.5350400
- Kisselburgh, L. G., **Berkelaar, B. L.**, & Buzzanell, P. M. (2008). Rearticulating gender and science, technology, and engineering careers: An organizational communication focus. In R.S. Rensburg, C.H. van Heerden, E.J. North, J.J. van Vuuren, L. Vogel, T. Kotzé, & M. Pretorius (Eds.), *Twentieth Annual Conference and Festival of the Southern Africa Institute for Management Sciences*. Muldersdrift, South Africa.
- \***Berkelaar Van Pelt, B.**, Kisselburgh, L. G., & Buzzanell, P. M. (2008). Locating and disseminating effective messages: Enhancing gender representation in computing majors and careers. *Proceedings of the 2008 ACM-SIGMIS Conference*. Charlottesville, VA: Association of Computing Machinery.

## Book Chapters and Encyclopedia Articles

- Berkelaar, B. L.** & Murphy, M. L. (In Press). Interviews/interviewing. In C. R. Scott & L. Lewis (Eds.). *International encyclopedia for organizational communication*. (Vol. 1). New York, NY: Wiley
- Berkelaar, B. L.** & Harrison, M. A. (In Press). Cybervetting. In C. R. Scott & L. Lewis (Eds.). *International encyclopedia for organizational communication*. (Vol. 1). New York, NY: Wiley
- Greene, J. O., Morgan, M., Anderson, L. B., Gill, E., **Berkelaar, B. L.**, Herbers, L. E., & Hingson, L. (in press) *Formative communication experiences and message production in adulthood: Family communication patterns and creative facility*. In G. Hullman (Ed.), *Thought, experience, sense: Cognitive approaches to enhanced communication competence*. San Diego, CA: Cognella.[Selected for reprint for anthology].
- \***Berkelaar, B. L.** & Jackson, T. (under contract). Finding the right fit. Online? In Fyke, J. P., Faris, J., & Buzzanell, P. M. (Eds.). *Cases in organizational and managerial communication: Stretching boundaries*. Expected publication early 2016. New York, NY: Routledge.
- Berkelaar, B. L.** (2011). Peering behind the curtain: The virtual Wizard of Oz offers no guarantees. In Sorin A. Matei & Brian C. Britt (Eds.), *Virtual sociability: From community to communitas*. (pp. 40-62). Indianapolis, IN: Interacademic.
- \***Berkelaar, B. L.**, Pope, K., Sypher, B.D., & Cox, M. F. (2011). Inclusive leadership: Supporting women leaders in higher education. In J. Martin (Eds.), *Women as leaders in education: Succeeding despite inequity, discrimination, and other challenges* (pp. 219-240). Santa Barbara, CA: Praeger.

- \*Kisselburgh, L. G., **Berkelaar, B. L.**, & Buzzanell, P. M. (2010). Collaborative research in global contexts: Ethical, institutional and academic synergies. In *Communication in e-society: Innovation, collaboration & responsibility* (pp. 69-84). Shanghai, China: Shanghai People's Publishing House. Previously published in *Proceedings of the 2009 Chinese Communication Association Convention and the Third Global Communication Forum*. Shanghai, China.
- Berkelaar, B. L.** (2009). No punctuation: Searching for an architecture of time in the culture of efficiency. In S. Kleinman (Ed.), *The culture of efficiency* (pp. 88-105). New York: Peter Lang.
- Putnam, L., Kisselburgh, L. G., **Berkelaar, B. L.**, Buzzanell, P. M., Mastronardi, M., Jackson, M., Stoltzfus, K., Jorgenson, J., & Wang, J. (2009). Conversations about women in STEM careers: The impact of communication research in creating occupational and social change in a global information economy. In L. Harter, M. Dutta, & C. Cole (Eds.), *Communicating for social impact: Engaging communication theory, research, and pedagogy* (pp. 47-62). Cresskill, NJ: Hampton.
- Nyhoff, J., **Berkelaar Van Pelt, B. L.**, Van Schepen, S., & Kline, S. (Eds.). (2002-2004). *Being fluent and faithful in a digital world*. Web Book formerly available online at <http://www.calvin.edu/academic/rit/webBook/>

## CONFERENCE PRESENTATIONS

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\* peer-reviewed/competitively selected

### Accepted

- \***Berkelaar, B. L.** (2015, November). Beyond digital common sense: How implicit theories influence online impression management. To be presented at the National Communication Association Annual Convention, Las Vegas, NV **[Top Paper]**.
- \***Berkelaar, B. L.** (2015, October). *Either/or or Both/And: Engagement vs. "Real Work" in Academe*. To be presented as part of a panel, *Contested Responsibilities: Engaged communication scholarship and governance*, for the International Communication Association, Nordic Regional Conference, Copenhagen Business School, Copenhagen, Denmark.
- \***Berkelaar, B. L.** & Buzzanell, P. M. (2015, August). *Rethinking calling as communicative practice and as theoretical term*. To be presented as part of a symposium on *Calling is calling: Interdisciplinary and multi-level insights on the meanings and outcomes of calling*. Academy of Management Annual Conference, Vancouver, BC, Canada.
- \***Berkelaar, B. L.** (2015, May). How network structures influence career metaphors and agency. To be presented at the Computational Social Science Summit, Chicago, IL.
- \***Berkelaar, B. L.** & Revilla, L. (2015, May). Using computational social science to understand how social contracts evolve and organize. To be presented at preconference on *Computational Approaches to Advance Communication Research* at International Communication Association Annual Conference, Puerto Rico, USA.
- \*McGlone, M. S., Ballard, D. I., **Berkelaar, B. L.**, Baryshevtsev, M. & Brown, L. (2015, May). The "identity literacy" scale: A preliminary report. Presented at ID360, The Center for Identity

Annual Conference, Austin, TX.

- \*Ballard, D. I., McGlone, M. S., **Berkelaar, B. L.**, Baryshevtsev, M. & Brown, L. (2015, May). A spatiotemporal perspective on mobile wallet use. Presented at ID360, The Center for Identity Annual Conference, Austin, TX.
- \***Berkelaar, B. L.** (2015, March). Look away: Managing online persona expectations. Presented at SXSWInteractive, Austin, TX.
- \***Berkelaar, B. L.** (2014, November). *How information visibility and digital artifacts challenge work-life practices*. Paper presented as part of a panel on *Enlarging organizational communication perspectives on work-life, health, and wellbeing* for 2014 National Communication Association Annual Convention, Chicago, IL.
- \*Hanchey, J. & **Berkelaar, B. L.** (2014, November). *Context matters: Self-reliance for the collective good.* Examining discourses of career success in Tanzania. Paper presented at the 2014 National Communication Association Annual Conference, Chicago, IL.
- \***Berkelaar, B. L.** (2014, May). *The disruptive potential of online information: Replacing interview interactions with digital extraction of online information*. Paper presented remotely at the International Communication Association Annual Conference, Seattle, WA.
- \***Berkelaar, B. L.**, Birdsell, J., & Scacco, J. (2013, November). *Storying the digital professional: How online screening practices are changing personnel selection and employability*. Paper presented at the 2013 National Communication Association Annual Convention, Washington, D.C. [**Top Paper**].
- \***Berkelaar, B. L.** (2013, November). *Exploring the case of Adrienne Pine: Making connections between career, professionalism, family, and the rhetoric surrounding the professor-mother*. Panel presented at the National Communication Association Annual Convention, Washington, D.C.
- \*Davis, T., Frei, S., & **Berkelaar, B. L.** (2013, November). *Exploring the motives and influences of contingent college faculty*. Working roundtable for papers at the National Communication Association Annual Convention, Washington, D.C.
- \***Berkelaar, B. L.**, Long, Z. L., & Buzzanell, P. M. (2013, June). *Cybervetting in the People's Republic of China: Exploring the implications of the "New Internet World" for everyday work and career*. Paper presented at the Oxford Internet Institute, International Communication Association Preconference, *China and The New Internet World*, Oxford, UK.
- \***Berkelaar, B. L.** (2013, June). *Performing digital careers: Identifying and assessing types of online (personal) information management*. Working paper presented at the Annual Conference of The International Communication Association, London, UK.
- \***Berkelaar, B. L.**, Scacco, J., Birdsell, J. L. (2013, June). *The worker as politician: How electoral heuristics and online information shape personnel selection and careers*. Paper presented at the 2013 Annual Conference of The International Communication Association, London, UK.
- \*Greene, J. O., Morgan, M., Anderson, L. B., Gill, E., **Berkelaar, B. L.**, Herbers, L. E., & Hingson, L. (2013, June). *Formative communication experiences and message production in adulthood: Family communication patterns and creative facility*. Paper presented at the Annual Conference of the International Communication Association, London, UK.

- Berkelaar, B. L.** (2012, September). *(Realistically) managing your online presence*. Purdue Conference for Pre-Tenure Women, Purdue University, West Lafayette, IN.
- \***Berkelaar, B. L.** (2012, May). *Searching online: New media, personnel selection, and its implications for work and career in China and the global economy*. Paper presented at the International Communication Association Preconference: *The Fifth Global Communication Forum on New Media and Internet Communication and Communities in China*. Phoenix, AZ.
- \*Buzzanell, P. M., **Berkelaar, B. L.**, & Kisselburgh, L. G. (2011, May). *Expanding understandings of human and non-human socialization agents: Chinese children talk about desirable work and careers*. Paper presented at the International Communication Association Conference, Phoenix, AZ.
- \***Berkelaar, B. L.** & Buzzanell, P. M. (2011, November). *Imagined possibilities: Examining the paradoxes and tensions of calling in the contemporary marketplace*. Paper presented at the National Communication Association Annual Convention, New Orleans, LA.
- \*Buzzanell, P. M., Hammoud, A., **Berkelaar, B. L.**, & Kisselburgh, L. G. (2011, November). *Encouraging careers that capture the imagination of a country: A poststructuralist analysis of Lebanese children's talk about meanings of work and career*. Paper presented at the National Communication Association Annual Convention, New Orleans, LA.
- Berkelaar, B. L.** (2011, September). *From graduate student to faculty member* [Invited Panelist]. Purdue Conference for Pre-Tenure Women. West Lafayette, IN.
- \***Berkelaar, B. L.** (2011, October). *Social media use in employee selection: Ethics and organizational reputation in 21<sup>st</sup> century hiring*. Paper presented at the Social Media for Social Purposes Conference, Center for Corporate Social Responsibility, Copenhagen Business School.
- \*Hammoud, A., Kisselburgh, L. G., **Berkelaar, B. L.**, & Buzzanell, P. M. (2011, May). *Geopolitical influences on the discourses (and materiality) of meaningful work: A study of children in Lebanon*. Paper presented at the International Communication Association Annual Conference, Boston, MA.
- \***Berkelaar, B. L.**, & Buzzanell, P. M. (2011, May) *Navigating careers in online contexts: Negotiating public and private by using images of motherhood*. Paper presented at the International Communication Association Annual Conference, Boston, MA.
- \*Buzzanell, P. M., **Berkelaar, B. L.**, & Kisselburgh, L. G. (2011, April). *From the mouths of babes: Exploring families' career socialization of young children in China, Lebanon, Belgium, and the United States*. Paper presented at the Eastern Communication Association Annual Convention, Arlington, VA, April 13-17. [Top Paper Award, Organizational Communication Division].
- \***Berkelaar, B. L.** (2010). *Cyber-vetting: Are new communication technologies changing informational criteria for personnel selection?* Paper presented at the National Communication Association Annual Convention, San Francisco, CA [**Top Paper Award** and **Top Student Paper Award**].
- \*Buzzanell, P. M. & **Berkelaar, B. L.**, Dohrman, R. (2010, November). *Multitasking identity: Online identity performance as multitasking, multicasting, and resistance*. Working paper presented at the National Communication Association Annual Convention, San Francisco, CA.



- \*Buzzanell, P. M., Kisselburgh, L. G., & Berkelaar, B. L. (2010, June). *The genesis of career capital: Children's discourses about work and careers in Belgium, China, Lebanon, and the United States*. Paper presented at the International Communication Association Annual Conference, Singapore.
- \***Berkelaar, B. L.** & Buzzanell, P. M. (2010, October). *Co-opting the good life: The dark side of calling*. Paper presented at the annual conference of the Organization for the Study of Communication, Language and Gender, Tampa, FL.
- \***Berkelaar, B. L.** & Buzzanell, P. M. (2010, October). *Motherhood as social control in career contexts: Using images of (grand)mother to control online information*. Working paper presented at the annual conference of the Organization for the Study of Communication, Language and Gender, Tampa, FL
- Sypher, B. D. & **Berkelaar, B. L.** (2010, April). An examination of the pathways to academic administration: Academic disciplines, prior positions and time in position for nationally ranked and CIC provosts and presidents. Invited research report presented at the *Committee on Institutional Cooperation Academic Leadership Program, Seminar III* at Purdue University. West Lafayette, IN.
- Berkelaar, B. L.** (2010, April). *Making connections in the 21<sup>st</sup> century*. [Invited panelist and respondent for community summit and workshop: *Our Kids Are Our Community*, West Lafayette, IN.
- \***Berkelaar, B. L.**, Buzzanell, P. M., & Kisselburgh, L. G. (2009, November). *"First, it's dirty. Second, it's dangerous. Third, it's insulting": Chinese children talk about work and careers*. Paper presented at the National Communication Association Convention, Chicago, IL.
- \***Berkelaar, B. L.**, Linnell, J. & Williams, E. W. (2009, November). *Leadership development: An empirical examination of the impact of leadership development experiences on recommendations for a leadership center*. Paper presented at the National Communication Association Annual Convention, Chicago, IL.
- \***Berkelaar, B. L.** (2009, November). *Interpersonal information seeking under uncertainty: Applications of the Theory of Motivated Information Management*. Paper presented at the National Communication Association Convention, Chicago, IL.
- \***Berkelaar, B. L.** (2009, October). *Cyber-vetting: Exploration of impression, workforce decision-making, and organizational socialization processes*. Research presented at the Organizational Communication Mini-Conference, Northwestern University, Chicago, IL.
- \*Cady, B., Fortenberry, N. L., Davenport Sypher, B. Haghighi, K., Abel, S., Reed-Rhodes, T., Cox, M. & **Berkelaar B. L.** (2009, October). *Work in progress: Developing a certificate program for engineering faculty as leaders of academic change*. Paper presented at the Frontiers in Education Annual Conference, San Antonio, TX.
- \*Buzzanell, P. M., Kisselburgh, L. G., & **Berkelaar, B. L.** (2009, September). *Discourse at work: Children in China, Belgium, Lebanon, and the United States talk about careers*. Invited presentation to The 15th International Association for Intercultural Communication Studies (IAICS) on Intercultural Communication and Collaboration Within and Across Sociolinguistic Environments. Kumamoto Gakuen University, Japan.

- \*Buzzanell, P. M., Kisselburgh, L. G., & **Berkelaar, B. L.** (2009, May). *Discourses, imagination, and material realities: Children in the United States and China talk about work*. Paper presented at the International Communication Association Annual Conference, Chicago, IL. [**Top Three Paper**].
- \***Berkelaar, B. L.**, Williams, E. W., & Linvill, J. (2009, May). *Leaders define leadership: Discourses of leadership within an academic leadership development center*. Paper presented at the International Communication Association Annual Conference, Chicago, IL.
- Kisselburgh, L. G., **Berkelaar, B. L.**, & Buzzanell, P. M. (2009). *Collaborative research in global contexts: Ethical, institutional and academic synergies*. Invited paper presented at 2009 Chinese Communication Association Convention and the Third Global Communication Forum Shanghai, China: Shanghai People's Publishing House.
- \***Berkelaar, B. L.** (2008, November). *Rethinking Kuhn: Beyond conventional understandings of paradigms*. Paper presented at the National Communication Association Annual Convention, San Diego, CA.
- \*Buzzanell, P. M., **Berkelaar, B. L.**, Kisselburgh, L. G., & D'Enbeau, S. (2008, November). *Interviewing as...cotillion: NCA debuts*. Panel paper presented at the National Communication Association, Annual Convention, San Diego, CA as part of panel entitled *UnCONVENTIONAL lenses on the making of an academic professional*.
- \***Berkelaar, B. L.** (2008, May). *Cyber-vetting (potential) employees: An emerging area of study for organizational communication*. Paper presented at International Communication Association Annual Conference, Montréal, Canada.
- \*Kisselburgh, L. G., **Berkelaar, B. L.**, & Buzzanell, P. M., & Eggermont, S. (2008, May). *What kids say: Stories about jobs, science, and engineering from China, Belgium, and the United States*. Paper presented at the International Communication Association Annual Conference, Montréal, Canada. Retrieved from: <https://lirias.kuleuven.be/handle/123456789/216353>
- Kisselburgh, L. G., **Berkelaar, B. L.**, & Buzzanell, P.M. (2008, September). *Rearticulating gender and science, technology, and engineering careers: an organizational communication focus*. Invited paper presented at the annual conference of the Southern Africa Institute for Management Scientists, Muldersdrift, South Africa.
- \***Berkelaar, B. L.**, Kisselburgh, L. G., & Buzzanell, P. M. (2007, April). *Locating and disseminating effective messages: Enhancing gender representation in computing majors and careers*. Paper presented at ACM-SIGMIS CPR 2008 - Refilling the Pipeline: Meeting the Renewed Demand for Information Technology Workers, Association of Computing Machinery, Charlottesville, VA.
- \*Dutta, M. & **Berkelaar Van Pelt, B. L.** (2007, November). *A culture-centered approach to crisis communication*. Paper presented at the 2007 National Communication Association Annual Convention, Chicago, IL.
- \*Kisselburgh, L. G., Buzzanell, P. M., & **Berkelaar, B. L.** (2007, November). *The meaning of science and engineering work for young girls*. Paper presented at the National Communication Association Pre-Conference Session: "The Meaning of Work across Time, Cultures, & Systems: Exploring Work's Meaning(fulness) for Organizational Communication Research and Practice". National Communication Association Annual Convention, Chicago, IL.

\*Kisselburgh, L. G., Buzzanell, P.M. & **Berkelaar Van Pelt, B. L.** (2007, October). *Constructing science and engineering communities: A cross-cultural study of career messages and stories in young children*. Paper presented at the annual meeting of Organization for the Study of Communication, Language and Gender, Omaha, NE.

\*Nyhoff, J., Berkelaar Van Pelt, B. (2003, December). *Research and information technology fluency*. Paper presented at Syllabus 2003, Cambridge, MA.

## Invited Lectures

- 2015 *Cybervetting, online information, and personnel selection: New transparency expectations and the emergence of a digital social contract*. School of Information, The University of Texas at Austin, April 21.
- 2014 *Cybervetting*. Invited talk to students attending Ethics, Peace, and Conflict Camp, The University of Texas at Austin.
- 2011 *Lunch and learn webinar: Multi-tasking identity: Managing your online professional identity*. Presented for People On the Go, San Francisco, CA, February 17

## GRANT APPLICATIONS & FUNDING

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### FUNDED

#### External Grants

- 2015 **Seton Healthcare Family-University of Texas (UT) Center for Health and Social Policy (CHASP) [\$49,525.42]**. *Understanding how human, communication, and technology factors influence effective and efficient electronic record use*. Role: PI with J. Bernhardt (co-PI).
- 2015 **Texas Department of State Health Services, Women, Infants, and Children**. Program (Texas WIC). **[\$325,000]**. *Statewide Evaluation of Delivery of Texas WIC Clinic Services, Nutrition and Breastfeeding Education and the Impact of Environmental Influences and Use of New Media to Increase Eligible Client Participation and Current Client Retention*. PI: E. Jowers (UT Austin). Role: Co-Investigator.
- 2008-2010 **National Science Foundation [\$496,874]**. *Developing Engineering Faculty as Leaders of Academic Change, Center for the Advancement of Scholarship on Engineering Education, National Academy of Engineering*. PI: B. Davenport Sypher. Role: Consultant.

#### Internal Grants

- 2013-2015 **LIFT-Longhorn Fund for Innovation in Technology [\$87,150]** | The University of Texas at Austin. *Developing an Innovative System that Encourages Conceptual*

- Understanding, Persistence, and Connection in Asynchronous Environments*. B. L. Berkelaar (Co-PI) & J. Schell (Co-PI); (6/62; 9.7% acceptance rate)
- 2014 **School of Undergraduate Studies | Writing Retreat [\$1,000]** Provides two days of writing training and professional development funds.
- 2012-2013 **Dean's Fellow [2-course release]** | The University of Texas at Austin *Effectively Assessing, Explaining, and Enhancing Digital Communication Literacy*.
- 2012-2013 **Special Research Grant [\$750]** | The University of Texas at Austin. *Pathways to Academic Leadership* [Role: PI]
- 2012-2013 **Undergraduate Mentoring Fellowship [\$8000]** | College of Communication, The University of Texas at Austin. *Developing Communication and Critical Thinking Competencies Online* [Role: PI]
- 2012 **Summer Research Award [\$9000]** | College of Communication, The University of Texas at Austin. *Assessing Career Capital: Evaluating and Conceptually Integrating Multidisciplinary Scales to Assess 21<sup>st</sup> Century Skills Across the Lifespan*. [Role: PI]
- 2011 **Undergraduate Mentorship Fellowship [\$8000]** | College of Communication, The University of Texas at Austin. *Evaluating Communication, information, and technology strategies for managing personal information online*. [Role: PI]
- 2011 **Grant Preparation Award [\$6000]** | College of Communication, The University of Texas at Austin. *Developing a grant proposal for a longitudinal study to examine the development of children's STEM career capital*. [Role: PI]
- 2011 **Research Grant [\$6000]**. Office of the Vice President of Research, The University of Texas at Austin. *Evaluating Digital Careers: Developing a Scale to Measure the Perceived Quality of Job Applicants Based on Online Information* [Role: PI]
- 2009-2010 **Bilsland Strategic Initiatives Fellowship [\$18,000, plus \$1500 supply/expense fund]** Purdue University. *Cyber-vetting and workplace decisions: How evaluations of online information influence careers, human capital, and social boundaries. Recommendations for graduate student services and additional funding*. Faculty sponsor: Beverly Davenport Sypher; Co-advisor: Patrice M. Buzzanell
- 2008 **Travel Grant [\$100]** | Communication Graduate Student Association, Purdue University.
- 2007-2008 **Engineering YES Grant [\$44,875]** | Purdue University, College of Engineering. *Encouraging Science and Engineering Interests in Young Children: Toward a Taxonomy of Effective Career Messages and Stories*. With P. M. Buzzanell (PI) and L. G. Kisselburgh (Research Assistant). [Role: Research Assistant]
- 2007-2008 **Bilsland Strategic Initiatives Fellowship [\$18,000 plus \$1,500 supplies/expenses]** | Purdue University. *Locating and Disseminating Effective Messages: Research and Strategies to Enhance Gender Representation in Computing Majors and Careers*. Purdue University Graduate School. Faculty sponsor: B. Davenport Sypher; Co-advisor: P. M. Buzzanell
- 2006-2010 **Fredrick N. Andrews Fellowship** [Four years full funding including fees and benefits] | Purdue University, Graduate School. Selective four-year fellowship

awarded to outstanding doctoral track students who demonstrate superior academic achievement and scholarly abilities.

- 2007 **Digital Content Development Grant** [\$14,390]. Purdue University. *Thought Ark: A Community-Oriented Idea Space*. PI: S. A. Matei. [Role: Grant Writer].
- 2006 **Travel Grant [\$150]** | Purdue University, Communication Graduate Student Association.
- 2004-2005 **FIPSE (Fund for the Improvement of Post-Secondary Education) Grant** | National Science Foundation. *Building Information Technology Fluency into a Liberal Arts Core* Role: Assistant Coordinator of Research and Information Technology]

## NOT FUNDED

### External Grants

- 2015 **Science of Organizations | National Science Foundation.** [\$391,121]. *Computational social contracts: Representing, validating and tracking social contracts over time*. PI: Luis Revilla, Texas Advanced Computing Center. Role: PI
- 2014 **Secure and Trustworthy Cyberspace | National Science Foundation.** [\$292,261]. *Edu: Identity management and security for a trusted cyberspace*. PI: S. Barber, Center for Identity. Role: Co-PI
- 2013 **Sociology | National Science Foundation** [\$772,846]. *How Messages Shape Careers: Assessing Early STEM Career Capital Development*. B. L. Berkelaar (PI), P. M. Buzzanell (Co-PI).
- 2013 **MRI 2013 – MOOC Research Initiative: The Bill and Melinda Gates Foundation** [\$24,749]. *The Positions and Structures of Effective Learning: A Social Network Approach to MOOC Persistence and Achievement*. Brenda L. Berkelaar (PI), Keri Stephens, & Emily Cicchini.
- 2013 **MRI 2013 – Mixing Up Modalities in MOOCs: Effects on Learning Outcomes** [\$24, 497]. *The Positions and Structures of Effective Learning: A Social Network Approach to MOOC Persistence and Achievement*. Keri Stephens (PI), Brenda L. Berkelaar & Emily Cicchini
- 2012 **The MacArthur Foundation** [\$59,786.75]. Unlocking job opportunities with digital badges: Examining how employers validate informal learning credentials. Submitted to the *Badges, Trophies, and Achievements: Recognition and Accreditation for Informal and Interest-Driven Learning Research Grant*, HASTAC Initiative with Mozilla Foundation. Larry Browning (Co-PI), and Emily Cicchini.
- 2010 **CCLI, Type II, National Science Foundation** [\$600,000]. *Using case studies for engineering students' leadership development*. With Monica F. Cox (PI), Beverly Davenport Sypher (Co-PI), Dr. Eckhard Groll (Co-PI), Dr. Yating Chang (Co-PI), & Dr. Osman Cekic (Co-PI). [Role: Research Assistant].
- 2008 **National Science Foundation, East Asia Pacific and Summer Institute for U.S. Graduate Students (EAPSI).** *Identifying messages that explain gender disparity in computing and IT education*.

## Internal Grants

- 2012-2013     **UTx Course Development Proposal (MOOC)** [\$98,473.75]. *Crafting Personal Stories for Leadership*, The University of Texas at Austin.
- 2012-2013     **LIFT-Longhorn Fund for Innovation in Technology**. [\$94,412.00]. *Improving research and instruction in E-Learning: The mobile learning lab*, The University of Texas at Austin.
- 2009-2010     **Purdue Research Funds**. *Cyber-vetting and workplace decisions: How evaluations of online information influence careers, human capital, and social boundaries. Recommendations for graduate student services and additional funding*.

## OTHER ACADEMIC EXPERIENCES

---

### REPORTS

- Sypher, B. D., Abel, S., Cox, M. F., Reed-Rhoads, T., & **Berkelaar, B. L.** (2009). *Developing engineering faculty as leaders of academic change. A report from the workshop to advance on-campus change leadership*. Center for the Advancement of Scholarship in Engineering Education (CASEE), National Academy of Engineering. Retrieved from: <http://www.nae.edu/File.aspx?id=21677>
- Berkelaar Van Pelt, B.** (2007). *Evaluation of TRIOweb.org*. Submitted to the TRIO Board of Directors an organization dedicated to increasing organ donations across the United States.
- Berkelaar Van Pelt, B.** (2004). *Research and information technology fluency across the curriculum*. Grand Rapids, MI: Dean of Instruction and Department of Computer Science, Calvin College.
- Baker, K., Ardelean, C., **Berkelaar Van Pelt, B.** (2004). *Westminster Police Department: Developing a high performance 21<sup>st</sup> century police department*. Completed as part of Master's degree requirements. Submitted to the Westminster Police Department, Westminster, CA.
- Nyhoff, J., **Berkelaar Van Pelt, B.** (2003). *Research in Information Technology (RIT) Annual Report*, Grand Rapids, MI: Calvin College Core Committee.
- Berkelaar Van Pelt, B.** (2000). *Financial projections and purchasing recommendations for student technology services*. Grand Rapids, MI: Calvin College, Information Technology.
- Berkelaar Van Pelt, B.** (1999-2000). *Monthly service reports: Technology usage in student computing services*. Grand Rapids, MI: Calvin College, Information Technology.
- Berkelaar Van Pelt, B.,** Van Schepen, K. (1999). *The Pizza Hut model: Integration and mastery learning: Recommendations for student computing services*. Grand Rapids, MI: Calvin College, Information Technology.
- Berkelaar, B.** (1999). *Financial projections and purchasing recommendations for student technology services*. Department of Information Technology, Calvin College, Grand Rapids, MI.

## OTHER ACADEMIC PUBLICATIONS

### Newsletters

**Berkelaar, B. L.** (2012, November). Negotiating IRB: Logistical challenges of cross-cultural research with children. *Spectra*, 48(4), 19.

### Invited Blog Posts

**Berkelaar, B. L.** (2013, October 14). How does one find international collaborators? [Invited Blog Posting]. Center for Intercultural Dialogue. Retrieved from: <http://centerforinterculturaldialogue.org/2013/10/14/how-does-one-find-international-collaborators>

**Berkelaar, B. L.** (2013, February 21). Takeaway: LinkedIn™: Choosing the perfect profile pic. Retrieved from: <http://orgcominthenews.com/2013/02/21/linkedin-choosing-the-perfect-profile-pic/> [Invited blog posting for *Organizational Communication and the News*]

**Berkelaar, B. L.** (2012, July 23). Takeaway: "Here come the tweeting robots." <http://orgcomndnews.wordpress.com/2012/07/23/here-come-the-tweeting-robots/> [Invited blog Posting for *Organizational Communication and the News*]

**Berkelaar, B. L.,** Kisselburgh, L. G., & Buzzanell, P. M. (2012, April 9). *Cross-cultural research with children: Negotiating the labyrinth of Institutional (Ethics) Review Boards (IRBs) through proactive partnerships*. Retrieved from: <http://centerforinterculturaldialogue.org/2012/04/09/cross-cultural-research-with-children/> [Invited Blog Posting for The Center for Intercultural Dialogue]

## SELECT MENTORSHIP EXPERIENCES

*AHANA Mentor* – (Calvin College) Mentored incoming AHANA (African American, Hispanic, Asian, or Native American) freshmen through position as staff member. Provided employment and support to increase diversity retention on campus. Participated in series of diversity training workshops.

*Student Mentor* - (Non-Profit Organization) Mentored small-groups of high-school and middle school women over course of three years.

*Spring Break Mentor* – (Calvin College) Provided leadership to undergraduate students during Spring Break service trips designed to encourage collaborative relationships between students and community members.

*Pre-College Programs* – (Calvin College) Assisted in coordination, implementation, and delivery of a series of technology courses related to campus pre-college programs aimed at recruiting low-income middle-school and high-school students.

*Peer Mentor* – (Winchester Youth Drop-In Center) Helped implement and develop programs for at-risk community students including recreation and academic activities.

*Student Leader Board* – (Nonprofit Organization) – As regional representative, for area non-profit organizations, participated in, collaboratively developed, and delivered leadership and recreation activities for adolescents from area non-profits.

## MEDIA MENTIONS

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- 2014, December 7 Ethical questions around vetting candidates on social media during recruitment. *Eurasia Review*. Retrieved from: <http://www.eurasiareview.com/08122014-ethical-questions-around-vetting-candidates-social-media-recruitment/>
- 2014, December *Communication Currents*.  
Retrieved from: <http://www.natcom.org/CommCurrentsArticle.aspx?id=5634>
- 2014, November *Management Communication Quarterly Newsletter*. Featured articles, p. 2. Retrieved from: [http://www.comm.hkbu.edu.hk/mcq/files/MCQ\\_v28\\_4.pdf](http://www.comm.hkbu.edu.hk/mcq/files/MCQ_v28_4.pdf)
- 2014, October 27 How to be a ghost (online). Anonymity is not just for troublemakers on the web. It's also a useful tool. *Austin American Statesmen*, D1. O. Gallaga. Also available online at: <http://www.mystatesman.com/news/technology/how-to-be-a-ghost-online/nhrLW/>
- Republished in:
- *Baltimore Sun*, Maryland  
<http://www.baltimoresun.com/entertainment/sns-mct-bc-cpt-digital-savant-20141029-story.html#page=1>
  - *The Tribune*, California  
[http://www.sanluisobispo.com/2014/10/29/3320386\\_digital-savant-how-to-be-a-ghost.html?rh=1](http://www.sanluisobispo.com/2014/10/29/3320386_digital-savant-how-to-be-a-ghost.html?rh=1)
  - *The Herald Review*, Decatur, IL  
[http://herald-review.com/ap/entertainment/digital-savant-how-to-be-a-ghost-online/article\\_6273f055-a883-595e-9e78-32b5ed1f1cd0.html](http://herald-review.com/ap/entertainment/digital-savant-how-to-be-a-ghost-online/article_6273f055-a883-595e-9e78-32b5ed1f1cd0.html)
  - *Deseret News*, Utah  
<http://www.deseretnews.com/article/765661918/Digital-Savant-How-to-be-a-ghost-online.html>
  - *Indigo Ocean*, California [blog]  
<http://indigocean.org/digital-savant-ghost-online>

## GRADUATE ADVISING

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At The University of Texas at Austin, Department of Communication Studies unless otherwise indicated.

### PRIMARY ADVISOR

Murphy, Melissa, doctoral student (anticipated, Spring 2016)  
Schneider, Claire, master's student (anticipated, Spring 2016)  
Tronstad, LaRae, doctoral student (anticipated, Spring 2016)  
Sandlin, Nadina, doctoral student (anticipated, Fall 2015) Co-Advisor with: Larry Browning  
Harrison, Millie, doctoral student (anticipated, Spring 2018)



## COMMITTEE MEMBERSHIPS

### Dissertation Committees | *In Progress*

Hanchey, Jenna. Chairs: Dana Cloud and Joshua Gunn

Sung, Yoon Hee. Chair: Wei-Na Lee

Barnes Ford, Jessica. *Crisis Communication*. Chair: Brenda Berkelaar

Ford, Jacob. *Nonprofit Leadership*. Chair: Jeff Treem

Waters, Eric. *Entrepreneurship*, Chair: Keri Stephens

Zaid, Heba. *Crisis narratives*; Chair: Larry Browning

### Dissertation Committees | *Complete*

Pastorek, Angie (2015). *Organizational exit*, Chair: Larry Browning.

Birdsell, Jeff, Ph.D. (2015). *Narrative construction of identity*, Chair: Larry Browning

Dailey, Stephanie, Ph.D. (2014). *What happens before full-time employment? Internships as a mechanism of anticipatory socialization*. Advisors: Keri Stephens & Diane Bailey

Mudliar, Preeti, Ph.D. (2012). *Bringing a meeting into being: Communication and participation in "gram sabhas" in India*, Advisor: Larry Browning.

Heller, Abigail A., Ph.D. (2012). *How women survive: Stereotype threat mitigation and women engineer*, Advisor: Keri Stephens

### Comprehensive Exam Committees – Doctoral Students | *Complete*

Sung, Yoon Hee (Advertising; 2015). Chair: Wei-Na Lee

Frei, Seth (2015). Chair: Keri Stephens

Ford, Tasha (2015). Chair: Dawna Ballard

Hanchey, Jenna (2015). Chair: Dana Cloud

Barnes Ford, Jessica (2015). Chair: Keri Stephens

Waters, Eric (2015) Chair: Keri Stephens

Birdsell, Jeffrey, (2014) Chair: Larry Browning

### Thesis Committees | *Completed*

Hammoud, Abrar, M.A., (2012) Purdue University, Brian C. Lamb School of Communication.  
*Crystallizing human resilience processes through refugee stories*. Chair: Patrice M. Buzzanell

## TEACHING & TRAINING POSITIONS

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2011-Present **Assistant Professor** (Tenure-Track)

*The University of Texas at Austin*, Department of Communication Studies

- *Foundations of Organizational Communication Theory* (CMS390T). Developed foundational course that focused on meta-theory and scholarly publications.
- *Social Network Analysis* (CMS 390s). *Face-to-face*. Developed new graduate class in social network analysis.
- *Careers: Theory & Practice* (CMS 390T). *Face-to-Face*. Developed new graduate class in career theory in practice.
- *Career Dynamics* (CMS 336). *Online*. Developed discussion-based online learning course for upper division undergraduates (Writing Flag).

- *Computer-Mediated Communication* (CMS 341). Large Lecture. Scaled in-demand course to large lecture format using peer instruction approaches.
- *Using Communication Technologies at Work* (CMS 346). *Face-to-Face*. Incorporated Peer Instruction into existing course. Added independent inquiry flag with Keri Stephens.
- *Career Dynamics and Corporate Communication* (CMS 367). *Hybrid*. Developed discussion-based hybrid learning course for upper division undergraduates. (Writing Flag)

2010-2011 **Assistant Professor** (Tenure-Track)

*Northeastern University*, Department of Communication Studies, Boston, MA

- *Communication Research and Methods* (COMM 2301). Developed and delivered two sections of introductory mixed methods research course (Fall 2010)

2006-2008 **Graduate Teaching Assistant.**

*Purdue University*, Department of Communication, West Lafayette, IN.

- *Quantitative Methods for Communication Research* (COM 304) – **Graduate Teaching Assistant**. Led weekly recitation sections; Helped develop exams; Grading assignments; Provided technology support as needed.
- *Organizational Communication* (COM 324) – **Graduate Teaching Assistant**. Led weekly recitation sections; Managed grade records for all students across recitations; Helped create final exam; Prepared case studies as part of instructional team; Graded case study assignments.
- *Emerging Communication Technologies* (COM 435) – **Graduate Teaching Assistant**. Coordinated submission and grading of assignments including multiple papers, wiki postings, and online Second Life experience; Helped create final exam; Collaborated on design and development of Second Life experience for 130 students; Led course review session, two gaming fairs, and assisted with remote guest lecturers; Graded assignments.
- *Introduction to Presentational Speaking* (COM 114) – **Instructor**. Introduced undergraduate students to fundamentals of individual and group presentational speaking; Developed and delivered lesson plans; Graded assignments.

2005-2006 **Principal Consultant, Instructional Designer and Trainer**

*Van Pelt Consulting, LLC*, Grand Rapids, MI

- *Industry Knowledge and Sales Staff Orientation*. Financial Services & Lending Institution, **Course Developer and Trainer**. Worked with team (including lending director, communications, information technology, and legal) to develop hybrid sales team training using classroom and online formats for startup mortgage lending institution; Trained the trainers to deliver and evaluate training program.
- *Sales Staff Orientation*, Financial Services Firm. **Course Developer and Trainer**. Developed a week-long hybrid training program using online and in-person strategies for sales teams in industry-leading financial services firm. Implemented initial workshop and trained trainers to develop and facilitate future training. Workshop graduates met sales quotas with one month from hire rather than previous average of three months from hire.

- *Customer Service Orientation and Improvement*. Financial Services Firm, **Course Developer and Trainer**. Developed hybrid week-long workshop using online and in-person strategies for customer service teams in financial services industry. Implemented initial workshop and trained trainers to develop and facilitate future training. Workshop graduates expressed satisfaction with the program and were able to reach customer service competency levels more than one month earlier than with previous training.

2003-2004     **Assistant Coordinator, *Research and Information Technology Core Course***

Department of Computer Science, Calvin College, Grand Rapids, MI.

- **Instructor**. Introduced undergraduate students to fundamentals of research and information technology; Refined and updated model course for Blackboard system. Provided skills for independent learning of research and technology skills; Helped to develop and disseminate course assignments and web tools for course work; Collaborated with faculty across discipline to enhance course materials and delivery in online and offline formats.
- **Workshop Coordinator and Co-Developer**. *Teaching Research and Information Technology Fluency*. Designed and published conference brochures and website; Coordinated all logistics including equipment, housing, meals, and speakers; Assisted in development of conference schedule and multiple sessions; Organized conference sessions; Increased participation substantially. Evaluations for overall conference were very high to excellent.

2001-2002     Non-Profit Organization, Grand Rapids, MI

- **Leadership Retreat Coordinator**. Adapted leadership training materials and coordinated logistics to provide leadership assessment and skills to volunteer leaders of youth small groups program.
- **Trainer**. Weekly Leadership Training. Developed, adapted and delivered lecture and discussion-based volunteer training related to leading and mentoring high school and middle school students including talking with students, legal responsibilities, ethics, listening skills, conversation starters, talking with parents, and conflict negotiation.

1995-1999     Calvin College, Grand Rapids, MI

- **Facilitator and Developer**. *Customer Service, Technology Training, and Team Building*. Information Technology Department. Designed and facilitated two summer trainings in team-building, leadership, problem-solving, technical skills, and customer service for student employees; Developed and implemented series of follow-up workshops throughout the school year; Training included development of technical obstacle course and adventure and initiatives-based training. Following training, employees served twice as many customers three times as efficiently as the previous year with greater customer satisfaction. Staff reported increased personal value associated with new skills and training.
- **Co-Facilitator and Developer**. *Customer Service, Technology Training, and Team Building*. Information Technology Department, Grand Rapids, MI  
Assisted in design and facilitation of summer training program in team-building, leadership, problem-solving, technical skills, and customer service; Developed series of workshops throughout the school year; Training included development of technical obstacle course recreation-based training.

- **Undergraduate Teaching Assistant.** Calvin College, French Department, Grand Rapids, MI. *Intermediate French* (FREN 121). Assisted with morning lecture preparation; Graded assignments; Led breakout sessions during afternoon including development and delivery of French exercises; Graded oral and written assignments.
- **Tutor and Conversational Group Leader.** Calvin College, French Department, Grand Rapids, MI. *Introductory French* (FREN 102; FREN 103). Led French conversational groups; Graded assignments; Provided tutoring services for French department

#### *Guest Lectures*

- 2011 Guest Lecturer, *Cyber-vetting*—COM 491—Career Communication Issues and Strategies, Purdue University, September 22
- 2010 Guest Lecturer, *Cyber-vetting*—COM 491—Career Communication Issues and Strategies, Purdue University, September 9
- 2009 Guest Lecturer, *Organizations and technology* – COM 324 – Organizational Communication, Purdue University, April 20
- 2009 Guest Lecturer, *Cyber-vetting: Rumor, reputation, and employment in an online world* – COM 491 – Career Communication Issues & Strategies, Purdue University, February 17
- 2008 Guest Lecturer, *Organizations and technology* – COM 324 – Organizational Communication, Purdue University, April 14
- 2007 Guest Lecturer, *The implications of Second Life* – COM 435 – Emerging Communication Technologies, Purdue University, December 7
- 2007 Guest Lecturer, *The impact of gender on design* - COM 590G – Gender in Communication Contexts, Purdue University, October 21
- 2007 Panelist, COM 303 – Intercultural Communication, Purdue University, Spring semester
- 2006 Panelist, COM 303 – Intercultural Communication. Purdue University, Fall semester

## PROFESSIONAL & INDUSTRY EXPERIENCE

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### EMPLOYMENT

- 2009-2010 **Consultant, National Academy of Engineering**  
*Developing engineering faculty as leaders of academic change.* Norman L. Fortenberry & Beverly Davenport Sypher (primary investigators).
  - Assisted in development and delivery of workshop for change leaders in engineering education. Participants included faculty and academic leadership from colleges and universities across the country
  - Collaborated on development of communication curriculum for change leadership program for engineering educators
- 2008-2009 **Web Development, Consulting, and Training**  
Department of Communication, Purdue University, West Lafayette, IN.

- Worked with associate dean, department head, technology services staff, and administrative staff to update and move departmental website to new content management system.
- Performed usability analysis, assisted with training, and developed strategy for site development and maintenance.

2005-2006

**Consultant**

Van Pelt Consulting, LLC Grand Rapids, MI.

- Developed and implemented hybrid, online, and offline training programs for financial services firms; Sales teams met quotas in one-third previous time following training.
- Evaluated web sites design for internal and external organizational needs
- Developed design proposals for organizational intranet
- Provided usability analysis and design consultation during development of customer service web-site; Within two months of full launch, more than 90% of customer applications were fully automated increasing turnaround and flow of income into organization.
- Employed as Acting Organizational Development Manager

2003-2004

**Research and Information Technology, Assistant Coordinator and Instructor**

Grant Contract, Computer Science, Calvin College, Grand Rapids, MI.

- Developed online course materials including introducing and promoting a self-motivated, self-paced methodology for software learning replacing traditional point-and-click. Incorporated further critical assessment of technology into the curriculum
- Taught college course in research and information technology including web design
- Collected and organized research data for quality improvement strategies and grant reports
- Collaborated on development and implementation of standardized curriculum including development of online and offline materials
- Researched and recommended plan to evolve education culture to meet technology challenges
- Organized summer workshops for internal training and external dissemination of course knowledge; Increased attendance for workshop from 4 to 26 attendees during first summer.
- Assisted in development of course web site including self-paced training programs

2001-2002

**Director**

Non-profit Organization, Ada, MI

- Identified scalability challenges of operational procedures and collaborated on possible solutions
- Enhanced communication processes with leaders of various internal and external groups
- Collaboratively reengineered departmental structure and operations
- Assisted in the formation of operational support teams and mentored volunteer and staff leaders
- Examined trends in leadership development and mentoring as a foundation for developing a scalable model in rapidly growing non-profit

- Led volunteer-based technical teams to meet technical event needs for growing organization
- Participated and directed graphic, video, and audio-editing

1998-2001

**Student Computing Services Specialist and**

**Information Technology Center Manager**, Teaching and Learning Division  
Information Technology, Calvin College, Grand Rapids, MI.

- Managed student-oriented computing services on campus including ResNet (residential networking), computer labs, dorm labs, and campus email stations; Staff of 70 to 100 part-time personnel including work-study employees.
- Led restructuring of service delivery model which reduced personnel costs by 25%; Simultaneously increased individual employee compensation, and decreased service delivery time by over 50% even as customer base increased by 25%
- Researched and recommended available technology solutions based on defined needs
- Mentored student staff of between 70 – 100 PT employees by implementing multi-level mentoring, peer mentoring, and training program to develop teams and leaders responsible for daily operations and staff management
- Standardized communication process between staff and customers
- Secured funding for projects by translating technology needs into language of executive management
- Developed and led training workshops for orientation and ongoing in-service
- Mentored AHANA (African-American, Hispanic, Asian, or Native American) students through campus-wide grant funded program for first-generation college students

1995-1998

**Assistant Manager**

Information Technology Center, Teaching and Learning Division  
Calvin College, Grand Rapids, MI.

- Partnered with faculty and staff to accomplish teaching and learning goals through selection, development, and support of appropriate technology tools.
- Assisted in the implementation of the Blackboard course management system as part of the Teaching and Learning team.
- Managed employees in campus computing labs
- Assisted in development of training programs
- Provided technical and instructional support for patrons with instructional and learning hardware and software
- Developed customer service manual and handbook

1995-

**Recreation Therapy Intern**

Therapeutic Recreation, PineRest Christian Mental Health Services,  
Grand Rapids, MI

- Conducted intake and ongoing patient assessments
- Developed and implemented individualized therapeutic recreation plans

**REPORTS**

**Berkelaar Van Pelt, B.** (2006). *Industry background and assessment: Confidential report for financial services company*. Grand Rapids, MI: Van Pelt Consulting, LLC.

**Berkelaar Van Pelt, B.** (2006). *Evaluation and proposal to develop intranet: Confidential report for financial services company*. Grand Rapids, MI: Van Pelt Consulting, LLC.

## PROFESSIONAL SERVICE

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### DISCIPLINARY SERVICE

Editorial Board – *Journal of Applied Communication Research* (2015- present),  
Editor: Dr. Kathy Miller

Editorial Board – *Management Communication Quarterly* (2014-present). Editor: Dr. Ling Chen.

Editorial Board – *Communication Yearbook* (2014-present), Editor: Dr. Elisia Cohen

Ad-hoc journal article reviewer for:

- *Communication Monographs* (2008, 2012)
- *Communication Theory* (2009)
- *Communication Yearbook* (2013)
- *European Journal of Information Systems* (2009-2010)
- *Human Relations* (2011-2014)
- *Journal of Applied Communication Research* (2010, 2012)
- *Journal of Computer Mediated Communication* (2012)
- *Management Communication Quarterly* (2009-2011; 2013-2014)
- *The Academy of Management Journal* (2011-2013)

Reviewer for the:

- International Communication Association (ICA)
  - Organizational Communication Division, Annual Conference (2010-present)
  - Organizational Communication Division, Top Paper Award (2014)
- National Communication Association (NCA)
  - Applied Communication Division, Annual Book Award (2014)
  - Organizational Communication Division, Annual Conference (2010-present)
- The Academy of Management (AOM) annual conferences (2010-2011, 2015)
- Association for Computing Machinery, SIGMUS Conference (2008)

Technical Consultant for the Center for Intercultural Dialogue (CID) from the Council of Communication Associations. Director, Dr. Wendy Leeds-Hurwitz (2012-2015)

Organizational Communication Mini-Conference, 2008.

- Helped organize conference including assisting with recruitment. Participation in conference increased substantially as compared to previous years
- Developed conference website and implemented online registration system
- Coordinated technology needs for presenters and conference guests including remote panelist from United Arab Emirates

NCA (National Communication Association, formerly SCA)

- Provided informal usability analysis report for website redesign for faculty conference call with NCA web manager

## UNIVERSITY SERVICE

2014	Review for Research Grants (RG)
2012-2013	Providing regular feedback on Instructure Canvas to Instructure developers and The University of Texas at Austin Canvas Project Team
2012-2013	College of Communication Disciplinary Committee
2012	Instructional Designer Hiring Committee
2011	Pilot testing Instructure Canvas

### *Invited Talks*

- 2015 *Making your existing network work for you.* Texas Leadership Summit, February 7
- 2013 *Why I Love Peer Instruction.* Panelist for *Using mobile devices to encourage engagement in the classroom.* Highlighting Innovative Uses of Technology series, The University of Texas at Austin, October 17.
- 2013 *From facts to understanding: Using technology, peers, and cognitive dissonance to enable transfer of learning.* Invited presentation for New Faculty Orientation, The University of Texas at Austin, August 22.
- 2013 *Beyond the clicker: Productive confusion and collaboration.* With A. Braseby & J. Walker, April 25. Recording available at: <http://www.youtube.com/watch?v=ar1D3pm3R-Y>
- 2013 *Faculty perspective on Instructure Canvas.* The University of Texas at Austin, Developers' Group, FYI Series.
- 2013 *From facts to understanding: Using technology, peers, and cognitive dissonance to enable transfer of learning.* Presentation for the New Media Consortium Campus Leadership Advisory Board, Austin, TX, February 21.

## COLLEGE SERVICE

2015	Intellectual Entrepreneurship Mentor
2014	Reviewer, Moody College Applications for Research Grant (RG), Office of the Vice President for Research

## DEPARTMENTAL SERVICE

<i>The University of Texas at Austin</i>	
2012-2015	Communication Studies Scholarship Committee
2014-2015	TA and AI Awards Committee
2012-2014	Jesse H. Jones Fellowship Committee
2011-2014	Speaker in CMS 081 Graduate Course
2013	Implemented Research Participation System for managing student research participation and transferred to Graduate Coordinator
2012	Panelist for <i>The Graduate Professionals Series: Thoughts, Venues, &amp; Online Presence</i> , with Jeff Treem



- 2012 Recorded video on cybervetting for CMS 306M – Public Speaking, 2012
- 2011-2012 Communication Studies Scholarship Committee
- 2011 Panelist for *Publisher's Perish: Being Kind To Your Reader* with Rene Dailey & Barry Brummett, 2011

*Purdue University*

- 2007-2008 CGSA (Communication Graduate Student Association), Vice-President of Technology
- 2007 Forensics Judge, Intercollegiate Competition, National Forensics Association
- 2006 Forensics Judge, Intercollegiate Competition, National Forensics Association

## COMMUNITY SERVICE

- 2010-present Advisory Board Member, Foster Skills

## PROFESSIONAL DEVELOPMENT

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### RESEARCH

- 2012 **Grant Preparation Workshop** | Grant Training Center
- 2011 **Advanced Social Network Analysis and Networks in Organizations** | *University of Kentucky*  
LINKS Center Summer Workshops with Steve Borgatti, Rich DeJordy, and David Krackardt
- 2010 **Applied Management Principles** | *Purdue University*  
Krannert School of Business: An executive education certificate program providing 50 hours of in-class instruction for a mini-MBA addressing human resource management, entrepreneurship, accounting, finance, marketing, and strategic management.
- 2008 **Introduction to Social Network Analysis and Introduction to Structural Equation Modeling**  
*Virginia Commonwealth University*, Center for the Advancement of Research Methods and Analysis (CARMA),
- 2007 **Applied Regression II** | *The University of Michigan*  
Summer Program in Quantitative Methods of Social Research  
Inter-University Consortium for Political and Social Research (ICPSR)  
  
**Survey Research Techniques** | *The University of Michigan*  
Institute for Social Research, Survey Research Center
- 2007-09 The Graduate School | *Purdue University*
  - **Grant Writing/Proposal Writing Workshop**
  - **NSF Proposal Writing Workshop**
  - **Essentials of a Graduate Student Portfolio**
  - **Dissertation Writing Strategies**

### TEACHING

- 2011-13 **Center for Teaching & Learning** | *The University of Texas at Austin*
  - How Learning Works: Seven Research-Based Principles for Smart Teaching, with Marsha Lovette, *Harvard University*
  - TOWER – Using Technology for Ongoing Feedback

- Individual Coaching for Course Development with writing and course design specialists
- 2010 **Graduate Teaching Certificate** | *Purdue University*, Center for Instructional Excellence
- 2007-09 **Center for Instructional Excellence** | *Purdue University*
  - Engaging Students in a Tech Filled Classroom
  - Using Your Voice/Effective Communication
  - Collaboration & Innovation
  - Solving the Mystery of Writing Good Multiple Choice Questions
  - Creating Teaching Philosophies and Portfolios
  - Diversity in the Classroom
- 2007 **Discovery Learning Center** | *Purdue University*  
*Serious Games Research Forum: Engaging Learners Through Gaming*
- 2006 **Teaching the Basic Communication Course** | *Purdue University*
- 2000 **Character Stretch** | Grand Rapids Civic Theatre School of Theatre Arts
- 1999 **Facilitating Adventure Education** | Calvin College
- 1998 **Nonviolent Crisis Intervention** | PineRest Christian Mental Health Services

## TECHNICAL EXPERIENCE

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<i>Learning Management Systems</i>	Instructure Canvas (advanced); WebCT Vista (advanced), Blackboard Enterprise (advanced), Moodle (beginner)
<i>Learning Technologies</i>	Piazza (online-discussion; Q&A; intermediate); LearningCatalytics (intermediate); eInstruction (classroom response system), TurnItIn (anti-plagiarism); ReadyGo, Respondus, Inspiration (intermediate); Adobe Connect (beginner); Adobe Captivate (beginner), Remind
<i>Classroom Response &amp; Discussion</i>	Learning Catalytics; Piazza; Clickers
<i>Social Network Analysis &amp; Statistical Modeling</i>	SPSS (intermediate); UCINET (intermediate), R (beginner)
<i>Remote Meetings &amp; Screen Sharing</i>	Adobe Connect; Skype; iChat; BigBlueButton
<i>Page Layout &amp; Print Design</i>	MS Publisher, Adobe PageMaker (intermediate) Macromedia Fireworks (intermediate), Adobe Photoshop
<i>Text Analysis</i>	AtlasTI (intermediate), NVivo (beginner), WordStat (beginner)
<i>Productivity</i>	Office for Windows and Mac: Word, PowerPoint (expert level), Excel, Outlook/Entourage (intermediate), Access (beginner); WordPerfect; OpenOffice
<i>Web Design/Blogging</i>	HTML, MS FrontPage, Macromedia Dreamweaver (intermediate level), Serena Collage (content management system), WordPress; MediaWiki
<i>Audio, Video &amp;</i>	Captivate (intermediate), Premiere (basic), iMovie, Audacity (intermediate),

<i>Screen Capture</i>	Express Scribe (intermediate), MacSpeech Dictate; ScreenCorder.
<i>Operating Systems</i>	Windows, MacOS
<i>Other</i>	Acrobat Professional, (intermediate), Endnote (intermediate), Visio(intermediate)

## PROFESSIONAL AFFILIATIONS

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- International Communication Association (2006 – present)
- National Communication Association (2006 – present)
- Academy of Management (2010 - present)
- International Network of Social Network Analysis (INSNA) (2013 - present)
- Psi-Chi, National Psychology Association Honors Society (lifetime)