
Kim Bruce

instructor

Sybil B Harrington College of Fine Arts and Humanities
Instructor - Communication
Date of Hire: 2007
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Professional Interests

Research: issues management, crisis management

Teaching: media convergence, writing for the media, teaching grammar, organizational public relations

Academic Background

M.A. West Texas A&M University, Canyon, Texas USA, communication (speech), 2001

B.A. West Texas A&M University, Canyon, Texas USA, journalism (advertising/public relations), 1994

Memberships

Public Relations Society of America

Association for Education in Journalism and Mass Communication

Computer Skills

Adobe Creative Suite programs, Angel Software

Work Experience

Other Teaching Activities

Assurance of Learning - Teaching

2008 - What is the What by Dave Eggers was the University's 2008 Readership selection. In order to assure students' understanding and reading of the material, assignments included readings, interviews and a discussion related to the material. Students in MCOM 2311 were assigned to cover the University's Convocation and speech by Valentino Achak Deng, the subject of the book. Students then wrote journalistic stories about the speech. Prior to the speech, students watched a documentary about Sudanese refugees to give them additional background before they covered the Convocation.

2007 - Using the University's Readership WT selection, Night, assigned reading and writing assignments just prior to the Convocation. Additionally, generated discussion with the material using Oprah's video interview with Ellie Weisel before his campus visit. The assignments and the video clips, gave students the opportunity to discuss and critically think about the issues surrounding the Holocaust and Ellie Weisel's personal account. The unique opportunity to teach this material in a mass communication class combined with attending the news conference with Ellie Weisel were highlights of my first semester.

2007 - Throughout each course taught in 2007, conducted a series of classroom-learning assessments. Used Stop, Start, Continue to garner students' responses to what is not working in classroom instruction, what should be added to classroom instruction and what should be continued in classroom instruction. The assessment, conducted after the first one third of classroom meetings, is useful and focused. The responses are tabulated and changes made according to the students' learning assessments.

Course (New) - Creation/Delivery: Online

2008 - Fully developed an online version on MCOM 3350 Public Relations and Publicity and offered the course in the Fall of 2008. More than 35 students enrolled in the course. Course content included discussion boards, quizzes, writing assignments, video components and hyperlinks. Course development continued by utilizing an evaluation discussion board the final week of class.

2007 - This seminar in public relations was needed for a number of on-campus and off-campus students. Developed a hybrid class that would allow the mass communication students to take the class in person and an online version that would allow the fire safety/engineering students from South Texas to take the course online. Prior to this course development, this course was offered in one version or the other periodically. This hybrid class was taught first in the spring of 2008.

Other Teaching Activities

2007 - Attended a three-day seminar in Distance Education Dec. 18-20. The WTClass training provided in-depth teaching methods for online and on-campus courses. Topics covered included instructional issues, course creation, syllabus files, calendar, lessons, teams, communication methods and assessment. Further instruction included gradebook use and learning object repositories. Only two other faculty members attended this class, giving each of us individual instruction and development.

2007 - Attended a one-day seminar on teaching techniques offered by the Core Curriculum Committee Aug. 21. The session also included a new faculty orientation and discussion time with Core Fellows. The innovative ideas and teaching methods presented proved useful and stimulating for the following semesters.

2007 - MCOM 3099 Public Relations Campaigns is one of the capstone courses for mass communication students who choose an emphasis in advertising/public relations. In the fall of 2007, the 18 students enrolled received an opportunity to direct two public relations campaigns. The first was a real-world assignment where the students met with a client from an area non-profit organization and for the next 6 weeks prepared a campaign for his organization following the guidelines he presented. The students presented their ideas Oct. 10 when the client attended their presentations. This experience proved valuable as the next campaign asked them to conduct a broader campaign for regional and national companies. This capstone course for advertising/public relations majors gives students valuable portfolio-building experiences.

2007 - Dr. Trudy Hanson, head of the Department of Communication, attended my MCOM 3327 course Oct. 24, 2007 In her observation notes, she included use of technology,

student-to-teacher interactions and student-to-student interactions. Her attendance and notes were helpful and encouraging.

Program Assessment Projects

2008 - In the capstone course for public relations and print students, MCOM 3307 students took their knowledge basis in public relations and added an experiential component with a campaign for a local entrepreneur. Students met with Brian Kelleher, owner of 575 Pizzeria. He opened the store four years ago as Basil Doc's. He asked the students to help him with the name change process. In teams of four, they presented their plans Oct. 10 to him. He wrote this about the project. 'I loved getting to participate in this project, and I hope your class enjoyed the opportunity to conduct their project on an actual ongoing business such as mine. I wish I had had the opportunity that you've given these students when I was in college,' Kelleher wrote.

Student Assign-Students Advised (UG)

2007 - 30 students, Began advising students in the fall of 2007. Invited each student to meet individually for advising, keeping records of each student's goals and plans for the future and checking to make sure their course selections coincide with their degree plans.

Intellectual Contributions:

Creative Activities

Regional:

2008 - (Other Creative Activities) Opportunity Plan, Inc., first established a web presence more than 10 years ago. The dated and dysfunction of the website has been difficult for scholarship and loan applicants and donors. Hence, a redesign began in late 2008. This six-month project includes restructuring, redesigning and editing content for the 30-page Website. As project director, biweekly meetings with the organization's executive director, the information technology coordinator and the artist have begun. The new Website is expected to debut in March 2008., Website Design.

2008 - (Other Creative Activities) Under the direction of a new executive director of alumni relations, led a redesign of the entire publication. The 36-page magazine was published with a redesigned look in March, July and October. Production included weekly meetings with the executive director, artist and other authors., West Texan, WTAMU's alumni magazine.

2007 - (Other Creative Activities) Wrote, edited and planned all of the printed materials for Opportunity Plan Inc. in 2007. This included a brochure, three newsletters an annual report and four printed advertisements., Opportunity Plan, Inc.

2007 - (Other Creative Activities) Editor of the West Texan, a 36-page, full-color, quarterly magazine, I coordinate all content including regular content sections, feature stories and advertising. I also write content, coordinate art selection, direct graphic design, direct guest authors, edit content and direct photography. Additionally, I work alongside the director of alumni relations and the executive board of the Alumni Association to secure advertising and to plan future content and appropriate updates to the look and style of the magazine. Approximately 5,000 copies of the magazine are professionally printed and distributed to alumni, donors, potential donors, university representatives and other university presidents., West Texan, WTAMU's alumni magazine.

2006 - (Other Creative Activities) Planned and developed the first professional annual report ever produced for the Opportunity Plan Inc., a scholarship organization with holdings of more than \$23 million. The 28-page report included three feature stories of graduates who

had excelled in their respective fields. Interviews and professional photo shoots of each graduate were conducted. Additionally, I directed a graphic designer until printer delivery. More than 500 copies of the annual report were distributed to members of the OPI board and donors. Board reviews were exceptional and garnered a continued contract., Opportunity Plan, Inc.

Service:

Service to the University

Department assignments:

Member:

2009-2010: MCOM Library Materials Committee

2008-2009: ACA Accreditation

2007-2008: Department of Communication Travel Fund Committee: Assigned Department funds for faculty members presenting and attending professional and training sessions.

2007-2008: Departmental Public Relations Committee

2007-2008: MCOM Faculty Search Committee

College assignments:

Member:

2007-2008: Sybil B. Harrington College of Fine Arts and Humanities College Handbook Committee: Appointed a member of the Sybil B. Harrington College of Fine Arts and Humanities College Handbook Committee.

University assignments:

Faculty Advisor:

2007-2008 through 2008-2009: Eternal Flame: As advisor to the Eternal Flame, I worked with 15 students this year. My involvement includes organizational meetings, planning sessions and officer instruction. Additionally, I attend the University's Core Roundtable meetings.

Service to the Community

Member of a Committee

2007: Coalition of Health Services, I served on the Coalition of Health Services' planning committee for Healthlink, a regional health fair. Planning began in October 2006 for the June 2007 event. I coordinated news releases, public health sessions and booth information centers. The June 6th event included more than 1,000 participants and attendees.

Other Community Service Activities

2007-2009: First Baptist Church, Teach a small group of Pre-K students at Powerhouse, a weekly children's worship. The small group meets following a large children's worship time each Sunday morning.

2008: Texas University Scholastic League, Served as a coordinator for Texas UIL writing contests. During the spring semester, I served as a test coordinator for high school competitors. In the fall, I served as a grading coordinator for several Texas Panhandle Schools by organizing a group of 12-15 WTAMU student judges.

2007: Amarillo By Morning Lions Club, The Amarillo By Morning Lions Club, which focuses on financial literacy and service, hosted a clean-up day at Palo Duro Canyon. My family and I spent the day cleaning up trash at each campsite in the park. Additionally, I planned and hosted the holiday gathering for all members and their spouses.

2007: First Baptist Church, Host a group of WTAMU international students and their families in our home and two other homes each Sunday night from 5-7:30 p.m. during the spring and fall semesters. Lighthouse includes a meal, a time to practice English and a video presentation.

Faculty Development

Other Professional Development

2008: Partners in Education. Attended an art class in April taught by Scott Frish as part of the Sybil B. Harrington's College of Fine Arts and Humanities' Partners in Education (PIE) program. Additionally, Frish attended MCOM 3313 Public Relations Copywriting. We met and discussed teaching ideas and technology. Frish offered insight about how to work with art students. Canyon, Texas.

2008: Partners in Education. Attended a trombone studio in November with Dr. Ray Morales as a part of the Sybil B. Harrington's College of Fine Arts and Humanities' Partners in Education (PIE) program. Offered support and encouragement as he is a first-year assistant professor. Canyon, Texas.

2008: Dept. of Communication Faculty Training & Planning retreat. Attended a department faculty retreat Aug. 14 at Ceta Canyon. Activities included Low Ropes Course, True Colors, Goal Setting for the Year, Discussion about Accreditation and other activities and a break out session with other mass communication faculty. Canyon, Texas.

2008: WTAMU Faculty Development Workshop 2008. Attended a faculty development seminar in August. Attended sessions in using smart technology in classroom instruction and active learning strategies. Canyon, Texas.

Last updated: 31-Jan-09 (01:48 PM)