

PATRICIA L. COLLINS HARMS

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EDUCATION

DOCTOR OF PHILOSOPHY (Rhetoric and Professional Communication)

Iowa State University, Ames, Iowa (May 2003)

Related Field: Higher Education

Dissertation: Writing-across-the-curriculum in a linked course model for first-year students: an activity theory analysis

MASTER OF ARTS IN ENGLISH (Specialization in Business & Technical Communication)

Iowa State University, Ames, Iowa (August 1993)

BACHELOR OF SCIENCE IN NURSING (cum laude)

University of Pennsylvania, Philadelphia, Pennsylvania (December 1988)

EXPERIENCE

KENAN-FLAGLER BUSINESS SCHOOL, UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Chapel Hill, North Carolina (July 2003–present)

Associate Professor of Management & Corporate Communication

Courses Taught:

Management Communication (BSBA)

Management Communication (hybrid course with distance learning component) (BSBA)

Management Communication (with service learning component) (BSBA)

Honors Research Proposal (BSBA)

Professional Communication (Master's of Accounting)

Management Communication Presentation Skills (MBA)

Management Communication Writing Skills (EMBA Evening & Week-end)

Management Communication (OneMBA)

- ◆ develop and teach new writing course (includes face-to-face and on-line modules)

- ◆ develop and teach new presentation course for the OneMBA program (includes face-to-face and on-line modules)

Team Process (OneMBA; EMBA Evening & Week-end)

- ◆ develop and teach new course designed to help executive MBA students develop effective feedback strategies for local team members

- ◆ coach select executive MBA students on interpersonal communication skills

eModules:

Business Communication Basics (developed, designed, and wrote the business communication module for the online UNC Business Essentials program)

Executive Education: Novant, Mental Health Leadership Academy, Duke Energy, DeltaEd

MBA@UNC, UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Chapel Hill, North Carolina (July 2011–present)

Course Coordinator for the Business Communication Course

- ◆ Source and manage course-level faculty
- ◆ Lead course-level weekly faculty meetings
- ◆ Assess quality, provide guidance, and support section faculty
- ◆ Share best practices among section faculty
- ◆ Share guidance from lead faculty with instructors
- ◆ Provide feedback for changes to course design from the section faculty to the lead faculty member
- ◆ Award final course grades to students based on input from section faculty

IOWA STATE UNIVERSITY

Ames, Iowa (August 1991–May 1992; August 1997–May 2001)

Graduate Teaching Assistant; Temporary Instructor

Courses Taught: First-Year Composition
Advanced First-Year Composition
Business Communication
Visual Communication in Business & Technical Writing

Graduate Research Assistant

Agricultural & Biosystems Engineering Learning Community

- ◆ Designed multi-faceted study to assess students' perceptions of learning
- ◆ Gained institutional review board approval
- ◆ Collected data using participant observation, individual interviews, focus groups, and discourse based interviews
- ◆ Analyzed data and reported results through written publications and oral presentations

Graduate Research Assistant

ISUComm (Iowa State University Writing-Across-the-Curriculum Initiative)

- ◆ Worked collaboratively with a multi-disciplinary team to design, implement, and present a large scale assessment of undergraduate communications instruction and preparedness at Iowa State University
- ◆ Planned, organized, and conducted eight faculty focus groups across the seven undergraduate colleges at Iowa State University

MEMORIAL HOSPITAL AND SHERRICK DRUG & MEDICAL (*for profit division of Memorial Hospital*)

Carthage, Illinois (August 1993–August 1997)

Staff Development/Education Coordinator & Infection Control Nurse (Hospital)

Director of Education, Performance Improvement & Compliance (Sherrick Drug & Medical)

Director of Home Infusion Therapy Services/Home Health Services (Sherrick Drug & Medical)

MARY GREELEY MEDICAL CENTER

Ames, Iowa (August 1990–August 1991; Summer 1992; August 1997–August 1999)

Staff Nurse (*Specialties: Labor & Delivery; Post-Partum; Healthy Newborn*)

MERCY HOSPITAL MEDICAL CENTER

Des Moines, Iowa (January 1989–August 1990)

Clinical Nurse II (*Specialties: Labor & Delivery; High-risk Perinatal*)

UNIVERSITY OF PENNSYLVANIA SCHOOL OF NURSING

Philadelphia, Pennsylvania (January 1986–December 1988)

Research Assistant for Jane Barnsteiner, Ph.D., F.A.A.N., R.N.

PROFESSIONAL SERVICE

Association of Professional Communication Consultants, **Board Member** (2009–present)

Business Communication Quarterly (a referred teaching journal) sponsored by the Association for Business Communication, **Editorial Review Board Member** (2009–present)

PUBLICATIONS

- ◆ Harms, Patricia & Roebuck, Deborah (2010). Teaching the art and craft of feedback. *Business Communication Quarterly*, 73 (4), 412-431.
- ◆ Russell, David & Harms, Patricia (2010). Genre, media, and communicating to learn in the disciplines: Vygotsky developmental theory and North American genre theory. *Revista Signos*, 43(1), 227-248.
- ◆ Russell, David & Harms, Patricia. (2009). Genre, media, attention, and motivation: Vygotsky developmental theory and North American Genre Theory. *Annals of the 5th International Symposium of Genre Studies*. Available at http://www.ucs.br/ucs/tplSigetIngles/extensao/agenda/eventos/vsiget/ingles/anais/textos_autor/arquivos/genre_media_attention_and_motivation_vygotsky_developmental_theory_and_north_american.pdf
- ◆ Harms, Patricia C., Mickelson, Steven K., & Brumm, Thomas J. (2007). Longitudinal study of learning communities in Agricultural & Biosystems Engineering. *International Journal of Engineering Education*.
- ◆ Harms, Patricia C., Mickelson, Steven K., & Brumm, Thomas J. (June 2002). Longitudinal study of learning communities in Agricultural & Biosystems Engineering. *Proceedings of the American Society for Engineering Education*, Montreal, Quebec, Canada
- ◆ Harms, Patricia C. and Russell, David R. (2001). The blind men and the elephant called writing. In Chris M. Anson, (Ed.), *Writing Making Learning: Cross-Curricular Scenes for Reflection and Faculty Development*. New York: Oxford University Press
- ◆ Harms, Patricia C., Mickelson, Steven K., & Brumm, Thomas J. (2001). Using learning community course links to bring meaning to the first-year engineering curriculum. *Proceedings of the American Society for Engineering Education*, Albuquerque, New Mexico
- ◆ Harms, Patricia C., Mickelson, Steven K., & Brumm, Thomas J. (2001). Using a first-year learning community to help meet departmental program objectives in Agricultural and Biosystems Engineering. *Proceedings of the American Society for Engineering Education*, Albuquerque, New Mexico
- ◆ Mickelson, Steven K., Harms, Patricia C., & Brumm, Thomas, J. (2001). Building community for first and second-year students in the Agricultural and Biosystems Engineering Department at Iowa State University. *Proceedings of the American Society for Engineering Education*, Albuquerque, New Mexico

PRESENTATIONS AT NATIONAL MEETINGS

- ◆ “Making invisible work visible and required: Using strategy tables to teach business writing” (October 2012). Paper submitted for presentation at the 77th Annual Convention of the Association for Business Communication, Honolulu, Hawaii
- ◆ “Lessons from the trenches of an online MBA Program: Adapting business communication to the virtual classroom” (October 2012). Paper submitted for presentation (with Courtney Wright) at the 77th Annual Convention of the Association for Business Communication, Honolulu, Hawaii

- ◆ “Face-to-face Two-way, Conversations about Performance: Evidence of Success” (October 2010). Paper presented (with Dr. Deborah Roebuck) at the 75th Annual Convention of the Association for Business Communication, Chicago, Illinois
- ◆ “Teaching the Art of Feedback” (November 2009). Paper presented (with Dr. Deborah Roebuck) at the 74th Annual Convention of the Association for Business Communication, Portsmouth, Virginia
- ◆ “Best Practices in Teaching MBA Communication Courses” (November 2009). Paper presented (with Dr. Deborah Roebuck and Dr. Gary May) at the 74th Annual Convention of the Association for Business Communication, Portsmouth, Virginia
- ◆ “Teaching strategic communication through a virtual team project” (October 2008). Paper presented at the 73rd Annual Convention of the Association for Business Communication, Lake Tahoe, Nevada
- ◆ “Performance appraisals in the business communication classroom: Strategic communication in action” (October 2008). Paper presented (with Dr. Sharon Cannon) at the 73rd Annual Convention of the Association for Business Communication, Lake Tahoe, Nevada
- ◆ “Company research as a foundation for informative and persuasive messages” (October 2007). Paper presented at the 72nd Annual Convention of the Association for Business Communication, Washington, DC
- ◆ “Incorporating technology into the business communication classroom” (October 2006). Paper presented at the 71st Annual Convention of the Association for Business Communication, San Antonio, Texas
- ◆ “International business case competitions: A learning environment for advanced business communication” (October 2004). Paper presented at the 69th Annual Convention of the Association for Business Communication, Cambridge, Massachusetts
- ◆ “Collaborating across disciplinary lines, rank, and expertise: Results from a case study of composition and engineering” (March 2004). Paper presented at the 2004 Conference on College Composition and Communication, San Antonio, Texas
- ◆ “‘One day I’ve never been east of Tulsa and then the next day BOOM I’m east of Tulsa’: An activity theory analysis of identity development in a first-year learning community” (October 2002). Paper presented at the Fourth Biennial Thomas R. Watson Conference on Rhetoric and Composition, Louisville, Kentucky
- ◆ “‘You could say it gave me motive’: An activity theory analysis of a first-year learning community” (March 2002). Paper presented at the Sixth National Writing Across the Curriculum Conference, Houston, Texas
- ◆ “Creating and sustaining a successful assessment program” (March 2002). Paper presented (with Dr. Steven Mickelson) at the Sixth National Writing Across the Curriculum Conference, Houston, Texas
- ◆ “Connecting FYC to a course ‘in the major’”: A WACKy collaboration between English and engineering” (June 2001). Paper presented (with Dr. Steven Mickelson) at the Fifth National Writing Across the Curriculum Conference, Bloomington, Indiana
- ◆ “Translation assignment for first-year engineering students” (June 2001). Poster presented (with Dr. Steven Mickelson) at the Fifth National Writing Across the Curriculum Conference, Bloomington, Indiana
- ◆ “Negotiating disciplinary contradictions: Three uses of activity theory in classroom and workplace research and practice” (March 2001). Paper presented (with Dr. David Russell and Donna Kain) at the 2001 ATTW Conference, Denver, Colorado
- ◆ “A mutual appropriation of tools: Students and teachers in a first-year composition/engineering learning community” (March 2001). Paper presented at the 2001 Conference on College Composition and Communication, Denver, Colorado

- ◆ “The central role of technologies in workers’ enculturation into new activity systems” (October 2000). Paper presented at the Third Biennial Thomas R. Watson Conference on Rhetoric and Composition, Louisville, Kentucky
- ◆ “Assessing communication... across the curriculum and into the workplace: reports from our large-scale assessment” (October 2000). Paper presented (with Dr. Rebecca Burnett, Robert Reason, and Julie Zeleznik) at the 65th Annual Convention of the Association for Business Communication, Atlanta, Georgia
- ◆ “Fostering student accountability in the business communication classroom” (November 1999). Paper presented at the 64th Annual Convention of the Association for Business Communication, Los Angeles, California

OTHER PRESENTATIONS

- ◆ “Visual Rhetoric: Essentials for MBA students; Powerful Use of PowerPoint” (April 2011 & April 2012). Invited speaker for the MBA Workplace Prep Series, Kenan-Flagler Business School, Chapel Hill, North Carolina
- ◆ “Linked courses and English Links” (May 2001). Invited speaker for Getting Started (session coordinated by Dr. Mark Chidister, College of Design), ISU Learning Community Institute, Ames, Iowa
- ◆ “On-going assessment: An important feature of the Agricultural & Biosystems Engineering Learning Community” (May 2001). Poster presentation with Dr. Steven Mickelson. ISU Learning Community Institute, Ames, Iowa
- ◆ “ABE Learning Communities” (May 2001). Invited speaker with Dr. Steven Mickelson and Dr. Tom Brumm. Agricultural and Biosystems Engineering Industry Advisory Committee, Ames, Iowa
- ◆ “Increasing the emphasis on communication in engineering through learning community links” (April 2001). Invited speaker with Dr. Steven Mickelson. ISUComm Symposium II, Ames, Iowa
- ◆ “Integrating communication into the engineering curriculum” (April 2001). Invited speaker with Dr. Steven Mickelson. ISU College of Engineering Curriculum Committee, Ames, Iowa
- ◆ “Integrating communication into the engineering curriculum” (April 2001). Invited speaker with Dr. Steven Mickelson. ISU Provost’s Leadership and Dean’s Council, Ames, Iowa
- ◆ “Focus groups as a method for qualitative research” (October 2000). Invited speaker to English 601: Research Methods in Rhetoric and Professional Communication (taught by Dr. Margaret Graham), Iowa State University, Ames, Iowa
- ◆ “Principles of brochure design and content” (August 2000). Invited speaker at the NEW Leadership-Midwest/ISU Conference (Carrie Chapman Catt Center for Women and Politics), Ames, Iowa

HONORS & AWARDS

Outstanding Article of the Year 2011—Business Communication Quarterly. Award given for Teaching the Art and Craft of Feedback. *Business Communication Quarterly*

Kenan-Flagler Business School Teaching Bonus (University of North Carolina at Chapel Hill)
Recognition based on demonstrating excellence & innovation in the classroom, mentoring students, and being consistently successful across all teaching assignments—Spring 2007

Excellence in Undergraduate Teaching Recognition (University of North Carolina at Chapel Hill)
Recognition based on outstanding student evaluations, Fall 2003, Fall 2004, Spring 2005

Outstanding Innovations Award (Iowa State University Learning Community Faculty/Staff Development Committee) Received award with Dr. Steven K. Mickelson
Recognition of effective cross-disciplinary faculty collaboration and on-going assessment program, May 2001

Teaching Excellence Award (Iowa State University Graduate College)

Recognition of outstanding contributions to the teaching of undergraduate students, May 2000

W. Paul Jones Award (Iowa State University English Department)

Recognition of scholarly excellence in rhetoric & professional communication, April 1999

Nominated for the VEISHEA Faculty Member of the Year Award

Nominated by ISU undergraduate students, April 2000; April 1999

Florence Nightingale Award (University of Pennsylvania)

Awarded by the nursing faculty for clinical excellence in nursing, December 1988

PROFESSIONAL ORGANIZATIONS

Association of Professional Communication Consultants

Association for Business Communication

GRANTS

- ◆ Harms, Patricia , (2005). APPLES Course Enhancement Grant. \$250.00 UNC-Chapel Hill APPLES Service Learning Program
- ◆ Harms, Patricia , (2004). APPLES Course Enhancement Grant. \$500.00 UNC-Chapel Hill APPLES Service Learning Program