

MARY C. DIXSON, PhD
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FACULTY EXPERIENCE

University of Texas at San Antonio, Department of Communication

Professor of Instruction 2020 – Present; **Senior Distinguished Lecturer** 2019 – 2020;

Lecturer 1998-2000 and 2015 – 2019

- Teach courses in face-to-face, online, hybrid, and Hyflex modalities.
- Utilize service learning and engaged learning activities to provide real-world experience
- Teach and mentor graduate and undergraduate students
- ACUE Teaching Fellow: Certification for Inclusive Teaching and Equitable Learning; Certification for Effective College Instruction
- Courses taught: Rhetorical Communication Analysis, Small Group Communication Theory, Language & Theory, Interpersonal Communication, Foundations of Communication Inquiry, Conduct of Communication Inquiry, Intercultural Communication, Independent Study, Business and Professional Communication
- Faculty Senator Representing Fixed-Term Track Faculty 2022-Present

Northwest Vista College, San Antonio, Texas

Dean of Interdisciplinary Programs and Adjunct Faculty, January 2012 – May 2014

- Teach courses in online modality: Interpersonal Communication

Trinity University, San Antonio, Texas

Visiting Instructor, August 2001 – May 2002

- Taught courses in face-to-face modality: Political Communication, Rhetorical Criticism, Rhetoric of the Women's Movement, Group Communication, Public Speaking

University of Texas at Austin, Austin, Texas

Internship Coordinator, August 1997 – June 2000

- Taught business and professional communication skills
- Oversaw internship experiences for 80+ students
- Engaged with businesses to find opportunities for student internships

San Antonio College, San Antonio, Texas

Adjunct Faculty, August 1996 – May 1999

- Business and Professional Communication, Fundamentals of Communication, Public Speaking

Texas A&M University, College Station, Texas

Teaching Assistant, January 1994 - May 1995

- Public Speaking

ADMINISTRATIVE AND PROFESSIONAL EXPERIENCE

The University of Texas at San Antonio

Associate Vice Provost, Teaching and Learning Services

December 2016 – 2019

- Articulate and implement strategic vision for faculty development programming including expand opportunities for faculty professional development, provide support for course improvements, introduce pedagogical advances, and support the advance of teaching innovations

- Managed team of teaching and learning consultants and instructional designers
- Developed New Faculty Institute to provide best practices teaching workshops for new faculty
- Created and directed inaugural faculty learning communities on diversity and inclusion
- Oversee online training and resource guides for inclusive teaching
- Developed Core Instructional Resources materials to improve teaching and satisfy SACS-COC and THECB (Texas Higher Education Coordinating Board) requirements
- Provide facilitation and training for discipline specific strategic planning and accreditation programs such as ABET and ACCE.
- Delivered workshops and training in instruction and learning, including best practices for face-to-face, online, hybrid, and large-lecture classes
- Created Development on Demand online faculty development platform to ensure equal access to development materials for full-time and part-time faculty
- Increased faculty participation in development programs by 20%
- Developed online orientation for adjunct faculty
- Organized and direct university wide teaching conference
- Recruited nationally known speakers and campus experts
- Served on taskforces for online learning, classroom technology, and strategic planning
- Provided communication support on strategic initiatives
- Taught undergraduate courses as assigned

Interim Dean, University of Texas at San Antonio Libraries, July 2015 – May 1, 2016

- Directed operations of UTSA Libraries including 100+ staff members, and 14 direct reports
- Oversaw restricted and unrestricted budgets of over \$12 million
- Hired director of development and established development program for UTSA Libraries
- Added 3,900 sf of study space in prime location by moving low-use materials
- Increased use of library chat by 30% and adjusted staffing to meet increased needs
- Increased library number of students receiving library instruction by 15%
- Increased computing capacity by 93 computers through university partnerships
- Developed OpenStax partnership to increase faculty awareness and use of OER (Open Educational Resources)
- Led library strategic planning
- Draft SACS documents for five-year report and provide support for on and off-site visits
- Developed Veterans Study room with \$100,000 donation to respond to growing need

Assistant Dean of Faculty Services, University of Texas at San Antonio Libraries, April 2014 – November 2016

- Direct operations of UTSA Faculty Services to support success in teaching and research for all university faculty
- Oversaw Teaching and Learning Services to expand opportunities for faculty professional development, course improvements, pedagogical advances, faculty recognition, and teaching innovations
- Managed a state-of-the-art Faculty Center to create space for innovation, development, and cross-disciplinary collaboration
- Evaluate and improve Student Learning Outcomes assessment associated with information literacy and student research skills
- Advised Quality Enhancement Plan Steering Committee and course redesign team to improve quantitative literacy and meet accreditation requirements
- Direct the development of first year experience information literacy strategies including face to face instruction, module development, and ACRL Framework curriculum

- Initiated first Open Education Resources adoption program for UTSA faculty
- Implemented Research Impact Factor and Identification project to support faculty promotion of research and scholarly works
- Manage 9 scholarly resource librarians to provide instructional and research support to faculty and students
- Articulate and implement strategic vision for university-wide library instruction.
- Raised funds and developed mini grants for UTSA faculty in the areas of OER, Special Collections and teaching innovations
- Teach undergraduate courses as needed

Dean, Interdisciplinary Programs

Northwest Vista College; July 2009 – April 2014

- Managed all cycles of college Quality Enhancement Plans (QEP) including development, training, assessment, report writing to SACS-COC
- Directed faculty development operations including orientation program for new faculty, online development for adjunct faculty, faculty newsletter, and pedagogical strategies for improving teaching and learning
- Lead and primary author for SACS accreditation process including five-year report, additional reports, change. Acted as on-site reviewer for The Commission
- Lead learning outcomes development and assessment for SACS and THECB core course development
- Oversaw distance learning program and online course improvement initiatives resulting in a 15 percent increase in course success and retention
- Improved and directed college-wide assessment, action planning, and reporting using WEAVE Online system
- Author and Principal Investigator for 5-year, \$2 million Department of Education HSI (Hispanic Serving Institution) Grant to improve learning outcomes for Hispanic students
- Directed library operations including management of faculty and staff librarian team.
- Developed learning communities' initiative across disciplines to promote student success and retention, particularly in core-to-core courses
- Initiated faculty advising program to support graduation and retention initiatives
- Developed and expanded academic programs including peace and conflict studies, service learning, learning communities, and international programs
- Taught online courses in the field of communication to ensure an understanding of distance learning issues faced by faculty
- Directed dual credit operations for over 3,000 students including managing school district relationships, supervising dual credit student success team, and ensuring high academic standards

Annette Strauss Institute, Associate Director August 2002 – May 2008

University of Texas at Austin

- Directed day to day operations of academic research and outreach institute
- Increased annual budget from \$175,000 to just over \$1,000,000 over 4-year period
- Developed, funded, and directed 7 educational outreach and research projects targeted at high school, college, and young adult populations
- Created scholarship endowments to promote graduate and undergraduate research and service in the public and nonprofit sectors
- Created and managed UT VOTES student civic outreach organization
- Acquired UT's Office of Survey Research operation and expanded its research services
- Hired and supervised a staff of 14 project managers, researchers, and assistants

- Delivered national presentations to donors, grant funders, and associations to increase visibility of our work
- Conducted fundraising campaigns, development initiatives and grant writing to acquire both general and project specific funding

NONACADEMIC PROFESSIONAL EXPERIENCE

Bexar County Performing Arts Center Foundation

Executive Director; May 2008 – June 2009

- Directed startup operations for \$132 million arts infrastructure project
- Set up Foundation operations including location and negotiation of office space, technology purchase and implementation, initial architectural and engineering assessments and hiring of staff
- Oversaw team of consultants in site studies and needs assessments
- Created budgets and accounting systems to track income, spending, and payments by the County
- Wrote Case Statement, grants, development materials, web site, and press releases
- Ensured milestones and targets within the legal agreements with the County and City were met

EDUCATION

University of Texas at Austin, Austin, Texas

PhD, Communication Studies, 2002

Certification in Nonprofit Management, 2002

Texas A&M University, College Station, Texas

Master of Arts, Speech Communication, 1995

Augustana College, Rock Island, Illinois

Bachelor of Arts, Speech Communication and Philosophy, 1993

ARTICLES

ORCID ID: 0000-0002-8747-1619

“Imagining the American People: Strategies for Building Political Community,” with W. Jennings and R. Hart. *Journal of Communication*, 53 (2002), 1-17.

“Constructing the Electorate During Presidential Campaigns,” with R. Hart, *Presidential Studies Quarterly*, 29 (1999), 830-849.

“A Review of ‘Civic Literacy: How Informed Citizens Make Democracy Work’: by Henry Milner. *Political Communication*, 04/2005, Volume 22, Issue 2

BOOKS

From College to Career: Making the Leap to a New Life. KDP Publisher. (2018).

INVITED PRESENTATIONS

“Teaching Gen Z in a Pandemic: University of New Mexico February 2020

“Assigning Group Work that Works.” Plenary Presentation to the Lilly Conference on Engaged Teaching. October 19, 2019. Traverse City, Michigan

“Defined by the Dow: Understanding Generation Z” University of Texas Health, San Antonio. August 2019.

“Teaching Gen Z: Who they are and why it matters.” Schreiner University, April 2019

“Service Learning: Intercollegiate Faculty Virtual Panel” Service Learning in the Classroom (SLIC), November 8, 2012.

PEER REVIEWED CONFERENCE PRESENTATIONS

- “Improving Outcomes for Students with ADHD (Attention Deficit Hyperactivity Disorder)” Presentation to the Lilly Conference on Teaching for Active & Engaged Learning, January 5th, 2023. San Diego, California
- “Moving Beyond the Essay: Digital Papers and Peer Review” Edutech Conference, November 11, 2022. San Antonio, Texas
- “Teaching Generation Z.” Presentation to the Lilly Conference on Evidenced Based Teaching & Learning. January 11, 2020. Austin, Texas
- “Groupwork that Works” Plenary Presentation, Lilly Conference on Teaching and Learning, October 18, 2019. Traverse City Michigan.
- “Assigning Group Work that Works.” Presentation to the Lilly Conference on Engaged Teaching. January 9, 2018. Austin, Texas
- “Lecture is Dead: Long Live the Lecture.” Presentation to the Lilly Conference on Engaged Teaching. January 9, 2018. Austin, Texas
- “Using the THECB Core Objectives in Digital Learning.” Presentation to the Texas Digital Learning Conference. October 26, 2018. Austin, Texas
- “Emotion Trumps Logic: The missing link of empathy in change management.” Presentation to the LEAPS Conference San Antonio. The Association for Training and Development. September 21, 2018. San Antonio, Texas
- “Assigning Group Work that Works.” Presentation to the Lilly Conference on Engaged Teaching. February 23, 2018. Anaheim, California
- “Lecture is Dead: Long Live the Lecture.” Presentation to the Sunshine State Teaching and Learning Conference. February 16, 2017. St. Petersburg, Florida
- “Academics on the Edge: Engaging Communication Theory and Research in a Dialogue about Work - Life (Im)Balance” Presentation to the National Communication Association November 22, 2014. Chicago
- “The American Trustees Program: Inspiring a New Generation.” Texas Council for Social Studies 2006. Austin, Texas

EXTERNAL WORKSHOPS DELIVERED

- “HYFLEX Workshop Program” 5 Week Faculty Development Program delivered to the business faculty at Texas A&M San Antonio
- “Introduction to HYFLEX Teaching in the Pandemic.” Virtual Workshop, May 5, 2020
- “Communicating in Difficult Times” 4 Week Organizational Communication Program delivered to the YMCA of San Antonio

PEER REVIEWED CONVENTION PAPERS

- “The Rhetoric of Compromise: An Analysis of the Arthur S. DeMoss Ads,” National Communication Conference 1998
- “The Sound of Annihilation: The Rhetoric of Popular Music in a Nuclear Age,” National Communication Conference 1998

RESEARCH and PROGRAM GRANT ACTIVITIES

Principle Investigator and Author

- Department of Education, Title V HSI Program, \$2,081,901. “Innovista” (October 2010 – October 2015) Grant to develop faculty advising, learning communities, and faculty development programming at Northwester Vista College
- Minnie Stevens Piper Grant. \$5,000 “Investigation of Financial Literacy in a First Year Experience.” Grant to develop and evaluate financial literacy programming during the first-year experience courses.

Internal Teaching Grants

Open Educational Research Grant, \$1,000 to implement no cost classroom textbooks (awarded 2022-23 and 2023-24).

Experiential Learning Grant, \$500 to implement service-learning coursework

Grant Reviewer

U.S. Department of Education; Investing in Innovations (i3) Program. 2010

UTSA Achieving Literacy Initiative Seed Grant Program, 2016

UTSA Johnson & Johnson Early Career Scholars Program, 2017

THECB Open Educational Resources Grant, 2017-2020

Managed with Rod Hart, principal investigator for the Annette Strauss Institute

Bill and Melinda Gates Foundation, \$250,000, “Prepared for Democracy? Evaluating Citizenship Education in the Nation’s Schools” with S. E. Jarvis (January 2006–July 2007)

Department of Education Fund for the Improvement of Post-Secondary Education, \$85,000, “Civic Involvement in the Nation’s Schools” (May 2005-April 2006)

Texas Council for the Humanities, \$7,500, “Piloting the American Trustees Project” (January 2004-December 2004)

Hatton Sumners Foundation, \$435,520, “Implementing the New Politics Forum” (January 2003–December 2007).

Dorot Foundation, \$85,000, “Speak Up, Speak Out” (December 2002–October 2004)

HONORS: Phi Kappa Phi; Texas A&M Trustees Fellow; Augustana College Presidential Scholar