**JASMINE ROBERTS**

**CURRICULUM VITAE**

The Ohio State University School of Communication

3016 Derby Hall, 154 N. Oval Mall

Columbus, Ohio 43210

roberts.827@osu.edu

**EDUCATION**

**M.A.** **University of Illinois at Urbana-Champaign** 2012

Communication

Emphasis: Media Effects/Public Relations

**B.A.** **University of Michigan at Ann Arbor** 2010

Communication Studies and Spanish

**TEACHING EXPERIENCE**

**Lecturer** School of Communication Spring 2013-Present

The Ohio State University

*Courses*

* Communication 4337: Public Communication Campaigns
* Communication 2321: Writing for Strategic Communication
* Communication 2367: Persuasive Communication
* Communication 3345: Strategic Media Planning
* Communication 2221: Writing and Editing for the Media
* Communication 2110: Principles of Public Speaking

Develop and deliver strategic communication lectures to undergraduate students. Lecture on various concepts including source and message factors, attitude measurements, public relations, advertising, and marketing campaigns, market research, and interpersonal persuasion. Conduct in-class activities with a specific emphasis on the application of class concepts and theories in the workplace in order to achieve an authentic learning experience and motivate students to solve real-world problems.

**Teaching Assistant** Department of Communication Fall 2010-Spring 2012

University of Illinois at Urbana-Champaign

*Courses*

* Communication 101: Public Speaking
* Communication 211: Business Communication

Taught basic, extemporaneous public speaking and business communication skills. Responsible for assembling lesson plans and conducting in-class activities in order to help students hone oral communication skills. Covered topics such as informative and persuasive strategies, effective public speaking, audience adaptation, and motivational appeals.

**BOOKS**

* **Roberts, J.** (2016). *Writing for Strategic Communication Industries*. Retrieved from <https://osu.pb.unizin.org/stratcommwriting/>
* Griffin, G., Cornelius, W., Dederichs, K., Ginther, M., Green, L., Yarberry, W., MacDonald, K., Nagano-Krier, D., **Roberts, J.** (2016). *Effective Public Speaking*. Toronto, Canada: Top Hat Publishing. Retrieved from <https://tophat.com/marketplace/oer-effective-public-speaking-george-griffin/>

**RESEARCH EXPERIENCE**

**Principal Investigator** Open Education Group August 2017-Present

Responsible for coordinating a research project examining the efficacy of open educational resources in strategic communication undergraduate courses at several large universities. Also conducting a research project analyzing the stigma against open educational resources among faculty and department chairs.

**Principal Investigator**   Department of Communication January 2011-July 2012

University of Illinois at Urbana-Champaign

Responsible for coordinating a content analysis that examined online new representations of African American women. Led project meetings comprised of five undergraduate students and two graduate students concerning codebook development. Taught research team theoretical principles concerning media effects processes, including the psychological and social effects. Developed strong knowledge of the database application program, File Maker Pro 11, and SPSS.

**GRANTS AND FELLOWSHIPS**

2017 $5,000 Open Education Research Fellow The Open Education Group

2016 $750 Lecturer Teaching Development University Center for the

Grant Advancement of Teaching

2015 $7,500 Affordable Learning Grant The Office of Distance

Education and eLearning

**AWARDS AND ACADEMIC HONORS**

* 2017, 2016 “Provost’s Award for Distinguished Teaching by a Lecturer”, Semifinalist
* 2011, Honored on List of Instructors Ranked as Excellent by their Students (Top 25%)
* 2010, Honored on List of Instructors Ranked as Excellent by their Students (Top 25%)
* 2009 Carole Simpson Minority Award

**ACADEMIC CONFERENCE PRESENTATIONS**

**Roberts, J.** (April 2018). *OER Stigma: Its contributing factors and impact on the open education movement.* Open Education Global Conference in Delft, Netherlands.

Allen, N., **Roberts, J.**, Williamson, D., Leu, S. (March 2018). *Achieving Equity with Open Education Resources.* SXSW EDU in Austin, Texas.

**Roberts, J.** (November 2017). *Faculty Barriers and the Adoption of OER.* OpenCon in Berlin, Germany.

**Roberts, J.** (October 2017). *Experiences in the Ohio State University Affordable Learning Exchange Grant Program.* Open Education Conference in Anaheim, California.

**Roberts, J. (**March 2017). *The Impact of Open Materials on Student Retention and Real World Application*. Presentation delivered at the 2017 Open Education Global Conference in Cape Town, South Africa

**Roberts, J.** (May 2016). *Creating meaningful student engagement and learning outcomes through project-based learning.* Presentation delivered at the Ohio State Academy of Teaching’s 10th Annual Conference on Excellence in Teaching and Learning in Columbus, Ohio.

**Roberts, J.** (July 2011). *The Politicization of Black Womanhood:* *Finding the Inner Beauty of Being Natural.* Presentation delivered at the Black Women's Life Balance and Wellness Conference in Atlanta, Georgia.

**INVITED TALKS**

**Roberts, J.** & Hill, J. (March 2018). *OUAB Presents: An Evening with Jemele Hill.* Ohio Union Activities Board.

**Roberts, J.** (February 2018). **Capnote Address**. *Open Education: Accessible and Affordable, Unrestricted and Open for All.* National Land Grant Diversity Conference.

**Roberts, J.** (February 2018). *The Power of Presence: Winning Over Volunteers with a Smile.* Central Ohio Association of Fundraising Professionals.

**Roberts, J.** (October 2017). The Impact of OER in the Classroom. Innovate Faculty Showcase at The Ohio State University.

**Roberts, J. (**September 2017). *Effective Communication Practices for International Professionals.* Global Leadership Initiative. The Office of International Affairs at the Ohio State University

**Roberts, J.** (May 2017). *Impacting the Cost of a College Degree.* Innovate Conference at The Ohio State University.

**Roberts, J.** (April 2017). *The Media Industry and Consumer Habits.* The Buckeye Leadership Program at The Ohio State University.

**Roberts, J.**, Wahlin, L., Hall, L. (March 2017). *Affordable Learning: Strategies and Best Practices.* The Office of Distance Education and eLearning at The Ohio State University.

**Roberts, J. (**October 2016). *Email Communication for International Audiences.* Global Leadership Initiative. The Office of International Affairs at the Ohio State University

**Roberts, J.,** Dillon, K., Fries, P. (August 2014). *Public Speaking Strategies for Business Professionals.* Industry Clusters Program. The Ohio State Fisher College of Business

**Roberts, J.** (April 2013). *Human Trafficking 101.* Ohio Employee Assistance Program (OEAP) Annual Resource Retreat and Expo.

**Roberts, J**. & Josey, C. (February 2012). *When Races Collide: Crash Lecture and Discussion*. Guest lecturer in African American Studies 211: Introduction to African American Film. University of Illinois Department of African American Studies.

**Roberts, J.** (July, 2010). *Online News Representations of Race and Gender: The Case of Michelle Obama.* Paper presentation delivered at the Summer Pre-Doctoral Research Symposium at the University of Illinois at Urbana-Champaign.

**MEDIA**

[Affordable Learning Exchange Works to Increase Access by Reducing Costly Course Material](https://news.osu.edu/affordable-learning-exchange-works-to-increase-access-by-reducing-costly-course-material/), The Ohio State University News, June 2018

[Where Are All the Faculty in the Open Education Movement?](https://www.edsurge.com/news/2018-05-16-where-are-all-the-faculty-in-the-open-education-movement), EdSurge, May 2018

[OER: The Student Success Multiplier Effect](http://www.achievingthedream.org/blog/17331/blog-oer-the-student-success-multiplier-effect), Achieving the Dream, April 2018

[How OER Can Help Overcome the Higher Education Equity Barrier](https://edscoop.com/how-open-education-resources-can-help-overcome-the-higher-education-equity-barrier), EdScoop, March 2018

[Communication Lecturer Named Open Education Fellow](http://mailchi.mp/osu/news-and-updates-from-the-college-of-arts-and-sciences-xff0364tul?e=1fd2c8db09), The Ohio State University College of Arts and Sciences News and Updates, September 2017

[Roberts Speaks at Open Education Global Conference](Roberts%20Speaks%20at%20Open%20Education%20Global%20Conference), The School of Communication at The Ohio State University Website, April 2017

[Turning Real-World Experiences Into Classroom Resources](https://odee.osu.edu/news/2016/09/22/turning-real-world-experiences-classroom-resources), The Office of Distance Education and eLearning Website, September 2016

**SERVICE AND PUBLIC ENGAGEMENT**

2017-Present Volunteer Guardian Ad Litem Court Appointed Special

Advocates (CASA)

2016-Present Faculty Mentor for the Second Year The Ohio State University

Transformational Experience Program

**PROFESSIONAL EXPERIENCE**

**Columnist** EdSurge March 2018-Present

Responsible for writing articles/columns related to the intersection between higher education, technology, and learning.

**Faculty Presenter** Open Textbook Network June 2017-Present

Deliver presentations to faculty and administrators at campuses across the country regarding the use of open textbooks. Lead workshops in order to enhance the general awareness of free or low-cost course materials in order to achieve higher education accessibility and affordability initiatives.

**Education & Communication** Ethiopian Tewahedo May 2013-September 2015

**Consultant** Social Services

Supervised the strategic marketing planning and implementation of an annual summer program centered on providing low-income immigrant/refugee children with affordable educational enrichment. Coordinated outreach and marketing efforts for program participation. Delivered teacher training to ESL instructors and teaching assistants.

**Marketing Specialist** Vinton County National Bank September-December 2012

Assisted in creating, planning and implementing marketing and public relations campaigns for all banking locations. Wrote and edited internal publications. Implemented communication strategies to ensure an effective rebranding process for the bank’s image.

**Marketing Assistant** University of Michigan October 2009-May 2010

Department of Physics

Assisted the Marketing Communications Specialist with designing online and print advertisements. Publicized department events featuring renowned scholars on the home website, resulting in an increase in public awareness of department programs. Developed strong knowledge in Vignette content management program.

**Public Relations Specialist** European Vibe Magazine October 2009-May 2010

Administered a market research project targeting college age international students. Created and distributed video content and online advertisements on social media websites. Acquired intermediate knowledge of small business procedures and developed foreign business skills. Interacted frequently with Spanish business community and advanced Spanish-speaking skills.