

# 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](mailto:roberts.827@osu.edu)

### EDUCATION

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| <b>M.A.</b> | <b>University of Illinois at Urbana-Champaign</b><br>Communication<br>Emphasis: Media Effects/Public Relations | 2012 |
| <b>B.A.</b> | <b>University of Michigan at Ann Arbor</b><br>Communication Studies and Spanish                                | 2010 |

### TEACHING EXPERIENCE

<b>Lecturer</b>	School of Communication The Ohio State University	Spring 2013-Present
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#### *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.

<b>Teaching Assistant</b>	Department of Communication University of Illinois at Urbana-Champaign	Fall 2010-Spring 2012
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#### *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-August 2019

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**

2018	\$3,000	ALX Sustainability Grant	Ohio State's ODEE
2017	\$5,000	Open Education Research Fellow	The Open Education Group
2016	\$750	Lecturer Teaching Development Grant	University Center for the Advancement of Teaching
2015	\$7,500	ALX Exploration Grant	Ohio State's ODEE

## **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**

Younger, K., Rigling, L., Bobkowski, P., Ferrier, M., **Roberts, J.**, Blanchett-Neheli, N. (August 2019). *It’s Never Been Easier to Write a Free Online Textbook: The World of Open Educational Resources*. AEJMC Conference in Toronto, Canada.

Williamson, D., **Roberts, J.**, Allen, N., Leu, S. (October 2018). *Thinking Bigger about OER and Equity*. Open Education Conference in Niagra Falls, New York.

Casper, B., **Roberts, J.**, Traynowicz, L., Strickland, M. (October 2018). *Who you calling racist? OER’s role in addressing institutional racism*. Open Education Conference in Niagra Falls, New York.

**Roberts, J.**, Regan, B., Lederman, D. (moderator) (October 2018). *Making space for faculty in the open education movement*. Top Hat ‘Engage’ Conference in Chicago, Illinois.

**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 10<sup>th</sup> 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.** (March 2020). **Keynote Address.** Beyond free textbooks: How OER addresses access, inclusion, and academic excellence. Presented at the University of Illinois, Urbana-Champaign Open Education Week.

**Roberts, J.** (February 2020). **Keynote Address.** Critiquing Privilege Politics in Open Education. Presented at Cleveland State University.

**Roberts, J.** (August 2019). **Keynote Address.** *Faculty Benefits of Championing OER*. Presented at the Adopting Open Educational Resources Workshop at Marion Technical College.

**Roberts, J.** (May 2019). *Student Engagement in Fair Chance Employment Through Project-Based Learning*. Presented at the Ohio State University Innovate Ed Tech Conference.

Zuckerman, E., McPherson, B., **Roberts, J.** Augustine, T., & McGhee, C. (May 2019). *Ed Talk: Explore—Bringing meaningful real-world connections to the classroom*. Presented at the Ohio State University Innovate Ed Tech Conference.

**Roberts, J.** (April 2019). **Keynote Address.** *How open education made me a better educator*. Delivered at Open Stax Creator Fest at Rice University.

**Roberts, J.** (February 2019). **TED Talk.** *I'm tired of talking about race*. Delivered at TEDx Ohio State University Conference.  
<https://www.youtube.com/watch?v=ii4W9Y9pExk&t=170s>

**Roberts, J.** (October 2018). **Keynote Address.** *Centering the margin: How open education addresses the status of underserved populations*. Delivered at the Open Education Southern Symposium Conference.

**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 COVERAGE**

[Affordable Learning Exchange Works to Increase Access by Reducing Costly Course Material](#), *The Ohio State University News*, June 2018

[OER: The Student Success Multiplier Effect](#), *Achieving the Dream*, April 2018

[How OER Can Help Overcome the Higher Education Equity Barrier](#), *EdScoop*, March 2018

[Communication Lecturer Named Open Education Fellow](#), *The Ohio State University College of Arts and Sciences News and Updates*, September 2017

[Turning Real-World Experiences Into Classroom Resources](#), *The Office of Distance Education and eLearning Website*, September 2016

**NEWS ARTICLES & OP-EDS**

[How one Ohio State professor is coping with the switch to online instruction during the coronavirus pandemic](#), *Columbus Business First*, March 2020.

[#BlackStudentsMatter: Why Digital Activism is A Voice for Black Students](#), *EdSurge*, August 2018

[Where Are All the Faculty in the Open Education Movement?](#), *EdSurge*, May 2018

**SERVICE AND PUBLIC ENGAGEMENT**

2020-Present	President and Provost’s Council on Women, Member	The Ohio State University
2019-Present	Alumni Relations & Development Committee, Member	The Ohio State University School of Communication
2019-Present	Member of Selection Committee for the Provost’s Award for Distinguished Teaching by a Lecturer	The Ohio State University
2018-Present	Faculty Advisor for the National Association of Black Journalists-Ohio State Affiliate Chapter	The Ohio State University School of Communication
June 2019 - August 2019	Content Reviewer	Ohio Department of Higher Education
2016-Present	Faculty Mentor for the Second Year Transformational Experience Program	The Ohio State University

**PROFESSIONAL EXPERIENCE**

**Communication Consultant**                      Zora’s House    January 2019-Present

Responsible for writing weekly email newsletters about discussion topics relevant to women of color and highlight community events. Assist in the overall communication planning and strategy in order to effectively execute the mission of Zora’s House, a coworking space dedicated to women of color in Columbus, Ohio.

**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.

**Marketing Consultant** Ethiopian Tewahedo Social Services May 2013-September 2015

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 Department of Physics October 2009-May 2010

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.