

Kris Isaacson, Ph.D.

Program Director, Assistant Professor

Digital Marketing Technology | University of Wisconsin-Stout | Menomonie, WI 54751

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EDUCATION:

- Ph.D.** **2019** **University of Minnesota, Minneapolis, MN**
Major: Education, Curriculum and Instruction
Learning Technologies
- Dissertation: “What Would Grace Hopper Do? Reclaiming Women’s Place
Computer Science”
Dissertation Advisor: Cassandra Scharber
- M.S.** **2011** **St. Cloud State University, St. Cloud, MN**
Major: Digital Communication and E-Business (Special Study)
- Thesis: “The Impact of Facebook Usage on Social Capital and Retention
of First-year University Students”
Thesis Advisor: Zengjun Peng
- B.S.** **1993** **University of Wisconsin-Stout, Menomonie, WI**
Major: Apparel Design and Manufacturing
Graduated Magna Cum Laude

RESEARCH AND TEACHING INTERESTS

Diversity in technology — specifically women in technology, digital and media literacy, digital media and marketing trends, digital and social media and society.

ACADEMIC EMPLOYMENT HISTORY

- University of Wisconsin-Stout, Menomonie, WI**
Program Director,
Digital Marketing Technologies/Communication Technologies August 2019 – Present
- University of Wisconsin-Stout, Menomonie, WI**
Assistant Professor,
Digital Marketing Technologies/Communication Technologies August 2016 – Present
- University of Wisconsin-Stout, Menomonie, WI**
Lecturer, Communication Technologies August 2016 – May 2017
- St. Cloud Technical & Community College, St. Cloud, MN**
Adjunct Instructor,
Advertising Web Design & Development August 2014 – May 2016
- University of Minnesota Twin Cities, Minneapolis, MN**
Graduate Instructor,
Learning Technologies January 2013 – December 2016

TEACHING EXPERIENCE

University of Wisconsin-Stout

Class Name	Course Number	Delivery Method	Semesters Taught
Dynamic Web Technologies	DMT 475/ICT 475 DMT 675/ICT 675	F2F, Online	Sp17, Sp18, Sp 19, Sp20
Information & Communication Technologies	ICT 103	F2F, Online	F16, Sp17
Learning Technologies	ICT 710	Online	F17, Sp18, Su18, F18, Su19, F19
Web Production & Distribution	DMT 275/ICT 375 ICT 575	F2F, Online	F16, Sp17, F17, Sp18, F18, Sp19, F19, Sp20
Independent Studies			
Advanced Web Dev. & Learning Technologies (G)	ICT 799	—	F19
Advanced Front-end Web Development (G)	ICT 799	—	F19
Future Web Trends (G)	ICT 799	—	Sp19
JavaScript & ReactJS (G)	ICT 799	—	Sp19
Ruby on Rails (UG)	ICT 299	—	F17

St. Cloud Technical & Community College

Advanced Web Design & Development
Design & Development for Mobile Web
Fundamentals of Dynamic Websites
Project Management
Scripting for Interactive Websites
Web Content Management Systems
Web Design Fundamentals
Web Design Project

University of Minnesota

Foundations of Computer Applications for Business & Education
Sex, Drugs, and the Internet: Educational Perspectives
Technology and Ethics in Society

New Course Development

University of Wisconsin-Stout

Content Management Systems: DMT 4XX (In development) — Kris Isaacson (lead) and Kevin Tharp

Digital Marketing Technology Capstone: DMT 4XX (In development) — Kris Isaacson (lead) and Kevin Tharp

Special Topics in Paid Digital Media: DMT 3XX (In development) — Kevin Tharp (lead) and Kris Isaacson

Special Topics in Ecommerce and Amazon Web Solutions: DMT 3XX (In development) — Kris Isaacson (lead) and Kevin Tharp

Special Topics in Virtual Reality and Digital Marketing: DMT 3XX (In development) — Kevin Tharp (lead) and Kris Isaacson

Special Topics in Sociotechnical Systems and Society: DMT 3XX (In development) — Kevin Tharp (lead) and Kris Isaacson

Data Concepts & Relational Databases: ICT 255 (2017) —Evan Sveum (lead), Kris Isaacson, Kevin Tharp, Scott Paetzold, and Terry Mason

Database application exploration in an enterprise context with basic data concepts, principles and guidelines of relational database design, common entity relationships, basic queries, and security and data integrity.

St. Cloud Technical & Community College

Foundations of Web Technologies (2015)

Scripting for Interactive Websites (2015)

Design & Development for the Mobile Web (2015)

Emerging Web Technologies (2015)

ADVISING & MENTORING

Student Advising

Digital Marketing Technology (Fall 2019 – present), 9 advisees

Web Technology Minor (Fall 2017 – present), 40 advisees

Student Organizations

Women in Technology and Security, co-adviser (2018 – present)

Innovative Digital Marketing Association, co-adviser (2017 – present)

RESEARCH AND SCHOLARLY CONTRIBUTIONS

Journal Articles

(*refereed, ^invited)

- *^Isaacson, K., & Looman, W. (2017). Strategies for developing family nursing communities of practice through social media. *Journal of Family Nursing*, 23(1), 73-89.
- *^Scharber, C., Isaacson, K., Pyscher, T., & Lewis, C. (2016). "Participatory culture meets critical practice: Documentary film production in a youth internship program. Special issue on youth literacies and social justice. *English Teaching: Practice and Critique*, 15(3).

Book Chapters

(*refereed, ^invited)

- ^Scharber, C., Isaacson, K., Pyscher, T., & Lewis, C. (2016). Pathways for all: Teens, tech, and learning: In L.R. Miller, D. Becker, & K. Becker (Eds.) *Technology for Transformation: The Perspectives of hope in the digital age*. 195-214. Charlotte, NC: Information Age Publishing, Inc.

Conference Proceedings

(*refereed, ^invited)

- *Isaacson, K. (2013, June). An Investigation into the Affordances of Google Hangouts for possible use in Synchronous Online Learning Environments. In V. Irvine & A. Couros (Eds.), *Proceedings of EdMedia World Conference on Educational Media and Technology*. Chesapeake, VA: AACE.

Annotated Bibliographies, Online Publications, Level 2 Publications

(^invited)

- ^Tierney, J.D., ..., Isaacson, K., ..., & Haertling-Thein, A. (2016). Annotated bibliography of research in the teaching of English. *Research in the Teaching of English* 51(2), AB1-AB55. Urbana, IL: National Council of Teachers of English. Available in whole as a downloadable PDF at <http://goo.gl/E8Szge> [invited, all authors contributed equally].
- ^Tierney, J. D., ..., Isaacson, K., ..., & Haertling-Thein, A. (2015). Annotated bibliography of research in the teaching of English. *Research in the Teaching of English* 50(2), 365-367. Urbana, IL: National Council of Teachers of English. Available in whole as a downloadable pdf file at <http://www.ncte.org/journals/rte/biblios>. [invited, all authors contributed equally].
- ^Helman, L., ..., Isaacson, K., ..., & Stornaiuolo, A. (2014). Annotated bibliography of research in the teaching of English. *Research in the Teaching of English* 49(2), AB1-AB49. Urbana, IL: National Council of Teachers of English. Available in whole as a downloadable pdf file at <http://www.ncte.org/journals/rte/biblios>. [invited, all authors contributed equally].

International Conference Presentations and Professional Meetings

(*refereed, #presenter)

- *#Isaacson, K., Schroeder, W., Bell, J. M., & Looman, W. (2015, August). *Application: Leveraging social media to promote your work and ideas in #familynursing*. Paper presented at the International Family Nursing Conference, Odense, Denmark.

- *Looman, W., Schroeder, W., Isaacson, K., & Bell, J. M., (2015, August). *Leveraging Social Media in #familynursing Education and Research*. Paper presented at the International Family Nursing Conference, Odense, Denmark.
- * Schroeder, W., Looman, W., Isaacson, K., & Bell, J. M., (2015, August). *Leveraging Social Media in #familynursing Practice*. Paper presented at the International Family Nursing Conference, Odense, Denmark.
- *Bell, J. M., Looman, W., Schroeder, W., & Isaacson, K. (2015, August). *Leveraging Social Media to Create a "Tipping Point" in #familynursing*. Paper presented at the International Family Nursing Conference, Odense, Denmark.
- *#Scharber, C. & Isaacson, K. (2014, April). "How can I make that?" Teens helping teens use technology within a public library program. In C. Scharber (Chair), *Bright stars: Technology-mediated settings as pathways for the engaged learning of urban youth*. Symposium presented at the meeting of the American Educational Research Association (AERA), Philadelphia, PA.
- *#Scharber, C., Lewis, C., Isaacson, K., & Pyscher, T. (2014, April). *Learning media skills through addressing local issues: A technology-mediated community organization gives youth voice*. In C. Scharber (chair), *Bright Stars: Technology-mediated settings as pathways for engaged learning of urban youth*. Symposium presented at the annual meeting of the American Educational Research Association (AERA), Philadelphia, PA.
- *Isaacson, K. (accepted for presentation). Panelist. *Teens, tech, and Learning: An activity theory analysis of settings*. Panel discussion presented at the Digital Media & Learning Conference, Boston, MA.
- *#Isaacson, K. (2013, June). *An Investigation into the Affordances of Google Hangouts for possible use in Synchronous Online Learning Environments*. Paper presented at annual meeting of the EdMedia World Conference on Educational Media and Technology, Victoria, BC, Canada.
- *#Isaacson, K. (2012, October). *Beyond the Classroom: Facebook's Impact on Student Engagement, University Experience, and Retention*. Paper presented at annual meeting of the Ubiquitous Learning Conference, Champaign-Urbana, IL.

National, State, and Local Conference Presentations and Meetings

(*refereed, ^invited, #presenter)

- *Scharber, C., Lewis, C., Pyscher, T., & Isaacson, K. (2016, December). *Transforming the object: Social critique through documentary film production in a community-based media organization*. Paper presented at 2016 Literacy Research Association Conference, Nashville, TN.
- *#Isaacson, K. & Beach, R. (2015, December). *Sharing the wealth: Fostering teacher participation on instructional resource websites*. Paper presented at TIES 2015 Education Technology Conference, Minneapolis, MN.

#Isaacson, K. (2014, March). *From theory to practice: Approaches for Overcoming Distance and Improving Engagement in Online Education*. Paper presented at the University of Minnesota, College of Education and Human Development, Curriculum and Instruction Graduate Research Day, Saint Paul, MN.

Isaacson, K. (2013, November). *Online Reputation Management: What do your digital footprints say about you?* Presented at the St. Cloud State University LEAD Conference, St. Cloud MN.

#Isaacson, K. (2013, April). *Beyond the Classroom: Facebook's Impact on Student Engagement, University Experience, and Retention*. Paper presented at the University of Minnesota, College of Education and Human Development, Curriculum and Instruction Graduate Research Day, Saint Paul, MN.

Poster Presentations

(*refereed, #presenter)

*Isaacson, K., & Beach, R. (2016, December). *Teachers' evaluations of the usability, relevancy, and social participation of professional development resource sites*. Poster presented at TIES 2016 Education Technology Conference, Minneapolis, MN.

*#Isaacson, K., & Beach, R. (2016, July) *Teachers' evaluations of the usability, relevancy, and social participation of professional development resource sites*. Poster presented at 2016 Minnesota eLearning Summit, Minneapolis, MN.

Local Outreach and Engagement

(*refereed, ^invited, #presenter)

^#Hall, A., Isaacson, K., Neidermyer, G., Shi, W., & Yuan, H. (2020, March). *Women in STEM* [Panel presentation]. University of Wisconsin-Stout, Menomonie, WI.

^#Isaacson, K. (2019). *Surfing the Web for a Living* [Presentation]. 2019 Wisconsin Science Olympiad, University of Wisconsin-Stout, Menomonie, WI.

^#Isaacson, K. (2017, April). *The job search: Tips for landing an academic position*. Presentation at Learning Technologies Media Lab: University of Minnesota.

Grants Received

Lewis, C., & Scharber, C. (2013, August). *Bright Stars: Technology-Mediated Settings as Pathways for Engaged Learning of Urban Youth*. William T. Grant Foundation. \$599,905 for 2 years, Student co-author.

Grants Submitted by Not Funded

Isaacson, K., & Turner, S. (2018, October). *High School Girls GenCyber Residential Camp*. National Security Agency and National Science Foundation. \$90,000.

Isaacson, K., & Turner, S. (2018, October). *Teacher GenCyber Residential Camp*. National Security Agency and National Science Foundation. \$90,000.

Lewis, C., & Scharber, C. (2013, May). Bright Stars: Technology-Mediated Settings as Pathways for Engaged Learning of Urban Youth. Spencer Foundation. \$499,688 for 2 years, Student co-author.

Lewis, C., & Scharber, C. (2012, November). Bright Stars: Technology-Mediated Settings as Pathways for Engaged Learning of Urban Youth. William T. Grant Foundation. \$598,000 for 2 years, Student co-author.

INDUSTRY EMPLOYMENT HISTORY

Minnesota State University, Mankato, Mankato, MN

Director of Web Marketing, 2010-2012

Liturgical Press, Collegeville, MN

Web Manager, 2008-2010; *Webmaster*, 2006-2008; *Web Promotion Supervisor*, 2004-2006; *Graphic Designer and Web Coordinator for Promotional Projects*, 2002-2004

T.W. Enterprises, St. Cloud, MN

Graphic & Web Designer/Marketing Manager, 2001

SERVICE ACTIVITIES

Service to University

University of Wisconsin-Stout

- Women in STEM Panel Discussion, co-coordinator, (2020, Spring)
- Stout Connects You, instructor/facilitator (2020, February). Led multiple coding workshops for middle school students.
- Customized Instruction Program Directors Council (2019 – present)
- National Center for Women and Information Technology Academic Alliance, primary university contact (2019 – present)
- Cybersecurity Teacher Camp, Co-facilitator (2018, Summer)
- Educational Activities Committee, college representative (2017 - 2018)

St. Cloud Technical and Community College

- Web Redesign Committee, member (2015).
- Digital Media Academy, instructor (Summer, 2015). Taught junior high school students about careers in technology and basic Photoshop and web design/coding skills.

University of Minnesota

- Teen Tech Day at Learning Technologies Media Lab (LTML) (July, 2013). Facilitator, Youth from Minneapolis and Saint Paul came together for a day of networking, sharing ideas, and getting to know the developers in the LTML.

Service to Department (Communication Technologies, University of Wisconsin-Stout)

- Faculty Senate, department representative (2019 – present)
- Communication Technologies Re-Visioning Committee, chair (2017 - 2018)

Service to Community

- Women in Technical Programs Mock Interview, interviewer Dunwoody (2017, March)
- Coder Dojo Minnesota Board of Directors, Co-founder and Vice President, (2014 - 2016). St. Cloud, MN. A 501(c)3 that provides free, educational, out-of-school programming to youth between 8 – 17 years of age in the area of web programming and coding (e.g. HTML, CSS, Scratch, C++).
- District 742 Fall Career Exploration Event, Invited panelist (2014). St. Cloud, MN.
- District 742 Career and Technical Education (CTE) Advisory Board, Board member (2014 - 2017). St. Cloud, MN.
- “Is School Enough?” Small group facilitator (November, 2013). The event, hosted by Twin Cities Public Television (TPT) and the Learning Technologies Media Lab (LTML) included panel discussions by national and local expert practitioners and small focus group discussion.

Consulting

isaacson design, St. Stephen, MN

Freelance Print and Web Design, 1999-present

Work with a variety of small businesses and non-profits to build a web and social presence through the development of websites, the use of Google Analytics, and consult and advise in the use of various social media platforms.

Professional Memberships

- Association for Education in Journalism and Mass Communication (AEJMC) (2014)
- American Educational Research Association (AERA) (2013-2015)
- Association for the Advancement of Computing in Education (AACE) (2013-2014)

Refereeing, critiquing, and reviewing

- Association for the Advancement of Computing in Education (AACE), EdMedia annual conference, proposal reviewer (2016)
- American Educational Research Association (AERA) annual conference, proposal reviewer (2013-2015)
- Mobile Learning Conference, program committee member, proposal reviewer (2013-2015)

AWARDS AND DISTINCTIONS

Awards

- (2018) Grace Hopper Celebration Faculty Scholar
- (2017) Selected to attend Faculty College
- (2013) University of Minnesota, Department of Curriculum and Instruction: Graduate Student Travel Support (\$600)
- (2012) St. Cloud State University, Distinguished Thesis Award Finalist
- (2012) University of Minnesota, Department of Curriculum and Instruction: Graduate Student Travel Support (\$400)
- (2012) Graduate Scholar, Ubiquitous Learning Conference (Conference Registration)

Media

Mpls-St. Paul Magazine (2012, January). Interviewed and quoted in “College Connections: Social media fosters a sense of place and community on campuses while expanding the classroom experience” regarding the use of social media by colleges and universities for the purpose of recruitment and retention; “We want to make students comfortable so they can openly ask questions and know there is an actual person on the other end who will try to answer them.”

TECHNOLOGY AND DIGITAL MEDIA EXPERIENCE

Coding

- HTML, CSS, and JavaScript
- PHP, SQL, and MySQL
- Xcode environment, Swift (iOS application development)

Software

- Adobe Dreamweaver, Photoshop, InDesign, Illustrator, and Acrobat
- Multiple coding and Web editor applications
- WordPress and Joomla, site development and front-end user (content management system)
- Canvas, D2L, Moodle (learning management systems)
- Microsoft Outlook, Word, Excel, Power Point, Access, and Project
- LibreOffice
- Google Docs (cloud collaboration)
- Dropbox (cloud collaboration)
- Filezilla and other FTP applications
- Skype, Google Hangouts, GoToMeeting, and WebEx (video conferencing)
- Camtasia, Jing, QuickTime, and iMovie (video capturing and editing)
- Vimeo and YouTube (video sharing)
- StreamSend, MailChimp, and Constant Contact (email marketing)
- Google Analytics (web analytics)