

# KELCE COLLEGE CURRICULUM VITAE

## PERSONAL INFORMATION

**Name:** MARY KAY WACHTER **Rank:** Instructional Professor  
**Department:** Kelce Undergraduate **Office:** KC: 223F  
School of Business  
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## EDUCATION AND PROFESSIONAL CREDENTIALS

MBA University of Missouri-Kansas City, 1983, Marketing  
BBA Pittsburg State University, 1981, Marketing

## PROFESSIONAL CERTIFICATIONS AND LICENSURES

Google Analytics May 22, 2020 - Present  
Certification, Google  
Analytics Academy  
Content Marketing February 4, 2022 - March 5, 2024  
Certification, Hubspot  
Academy

## EMPLOYMENT HISTORY

1986 - 2018 Pittsburg State University  
Lecturer and Instructor

## SCHOLARLY PUBLICATIONS

### Refereed Journal Articles

Murray, L. M., Binder, A., Yarick, G. L., Wachter, M. K. (2021). Better Together: The Effect of Learning Communities on Business Student Retention and Performance. *Mountain Plains Journal of Business & Technology*, 22(1), 88-105.  
<https://openspaces.unk.edu/mpjbt/vol22/iss1/9/>

### Conference Proceedings

Wachter, M. K., Maceli, K. M., Murray, L. M., Nance, M. J. (2019). *Client-Based Projects: Student Perception Of Their Value and Usefulness*. Marketing Management Association.

### Work in Progress

Samuels, J. E. P., Childs, K. M., Wachter, M. K., Smith, H. W., Eckstein, H. E., "APC Project", On-Going, Scholarly.

Maceli, K. M., Nance, M. J., Wachter, M. K., Murray, L. M., "Client-Based Projects: Student Perception of Their Value and Usefulness".

Murray, L. M., Yarick, G. L., Binder, A., Wachter, M. K., "College of Business Living/Learning Communities", On-Going, Scholarly.

## **SCHOLARLY PRESENTATIONS**

### **Oral Presentation**

Wachter, M. K., Oral Presentation, PSU Professional Development Day, Center for Teaching, Learning, and Technology, Pittsburg State University, "PSU's Higher Learning Committee Quality Improvement Project", Session, Academic. (August 17, 2022).

Pomatto, M. (Presenter), Eckstein, H. (Presenter), Wachter, M. K. (Presenter), Oldham, J. D. (Presenter), Childs, K. M. (Presenter), Ball, S. (Presenter), Hobbs, A. (Presenter), Oral Presentation, 10th Annual Pittsburg State University Professional Development Day, Pittsburg State University, Pittsburg, "Quality Initiative Update: Peer Assisted Study Sessions", Session, Non-Academic, Accepted. (August 12, 2020).

Wachter, M. K., Oral Presentation, Presenter - Professional Development Day at PSU, Center for Teaching and Learning Technology, Pittsburg State University, "Higher Learning Commission Open Pathway Reaffirmation for Accreditation -- Quality Initiative Proposal", Session, Academic, Local, Accepted. (August 14, 2019).

Pomatto, M. C. G. (Author & Presenter), Ball, S. (Author & Presenter), Childs, K. M. (Author & Presenter), Wachter, M. K. (Author & Presenter), Oldham, J. D. (Author & Presenter), Eckstein, H. (Author & Presenter), Frieden, B. (Author & Presenter), Oral Presentation, PSU Annual Professional Development Day, Pittsburg State University, Pittsburg State University, "Higher Learning Commission Open Pathway Reaffirmation for Accreditation – Quality Initiative Proposal", Session, Non-Academic, Local, Accepted. (August 14, 2019).

### **Other**

Maceli, K. M., Murray, L. M., Nance, M. J., Wachter, M. K., Other, Marketing Management Association Fall Meeting, Marketing Management Association, Santa Fe, New Mexico, "Managing Group Projects or Presentations". (September 20, 2019).

### **Papers**

Maceli, K. M. (Author & Presenter), Nance, M. J. (Author & Presenter), Wachter, M. K. (Author & Presenter), Paper, MMA: Marketing During Uncertainty Spring Virtual Conference, Marketing Management Association, Virtual, "What Does the Future Hold for Cause Marketing Post -Pandemic?", Conference, Academic, peer-reviewed/refereed, Accepted. (March 26, 2021).

## **COURSES TAUGHT**

### **Pittsburg State University**

MGT 101, INTRODUCTION TO BUSINESS, 6 courses.  
MGT 310, BUSINESS STATISTICS, 34 courses.  
MGT 821, TP:CONSUMER ANALYTICS, 4 courses.  
MKTG 330, PRINCIPLES OF MARKETING, 6 courses.  
MKTG 490, BRANDING & CONTENT MARKETING, 3 courses.  
MKTG 610, TP:BRANDING & CONTENT MRKTING, 3 courses.  
MKTG 821, TOPICS MKTG:BRANDING/CONTENT, 1 course.

## **FACULTY/TEACHING DEVELOPMENT ACTIVITIES**

### **Conference Attendance**

Conference Attendance, "Management Marketing Association Fall Educators' Conference", Marketing Management Association, Santa Fe, NM, United States, 16 credit hours, approximately 16 hours spent per year. (September 18, 2019 - September 20, 2019).

Conference Attendance, "2019 Gateway Course Experience Conference", Gardner Institute, Atlanta, Georgia, United States, 12 credit hours, approximately 12 hours spent per year. (March 17, 2019 - March 19, 2019).

### **Continuing Education Programs**

Continuing Education Program, "Data Storytelling", The Morning Brew of NYC, New York (virtual), NY, USA, 10 credit hours, approximately 10 hours spent per year. (February 13, 2023 - February 17, 2023).

### **Faculty Fellowship**

Faculty Fellowship, "Leadership PSU", Pittsburg State University, Pittsburg, Kansas (KS), United States, 18 credit hours, approximately 18 hours spent per year. (September 2017 - April 16, 2018).

### **Other**

Faculty Development Event Sponsored by Kelce COB, "International Opportunities for Faculty", Kelce Faculty Development Committee, United States, 1 credit hours, approximately 1 hours spent per year. (February 8, 2023).

Faculty Development Event Sponsored by Kelce COB, "Campus Visits 101", Kelce Faculty Development Committee, Pittsburg, KS, United States, 1 credit hours, approximately 1 hours spent per year. (November 9, 2022).

Kelce Faculty Development Meeting, "They/Them/Their: Tell Us Your Pronouns: Perspectives on Diversity and Inclusion", Kelce Faculty Development Committee, Pittsburg, KS, United States, 1 credit hours, approximately 1 hours spent per year. (September 14, 2022).

Kelce Faculty Development Lunch Event, "Everyone is a Recruiter", Kelce Faculty Development Committee, Pittsburg, KS, United States, 1 credit hours, approximately 1 hours spent per year. (March 9, 2022).

Presenter - PSU Professional Development Day, "Quality Initiative: What did we learn?", PSU Center for Teaching, Learning, and Technology, Pittsburg, KS, United States, 1 credit hours, approximately 1 hours spent per year. (August 11, 2021).

Lunch and Learn Seminar, "Academic Misconduct", Kelce Faculty Development Committee, Pittsburg, KS, United States, 1 credit hours, approximately 1 hours spent per year. (February 12, 2020).

Presenter -- PSU Faculty Development Day, "Higher Learning Commission Open Pathway Reaffirmation for Accreditation Requirement -- Quality Initiative Proposal", PSU Center for Teaching, Learning, and Technology, Pittsburg, KS, United States, 1 credit hours, approximately 1 hours spent per year. (August 14, 2019).

PSU Professional Development Day, "The Power of One: Rethinking our Role in the Transition, Retention, and Success of Students", PSU Center for Teaching, Learning, and Technology, Pittsburg, KS, United States, 1 credit hours, approximately 1 hours spent per year. (August 14, 2019).

PSU Professional Development Day, "Using Active and Experiential Learning to Transform Your Classes", PSU Center for Teaching, Learning, and Technology, Pittsburg, KS, United States, 1 credit hours, approximately 1 hours spent per year. (August 14, 2019).

PSU Professional Development Day, "Why Won't They Talk?", PSU Center for Teaching, Learning, and Technology, Pittsburg, KS, United States, 1 credit hours, approximately 1 hours spent per year. (August 14, 2019).

PSU Professional Development Day, "Building An Inclusive Campus: Why Diversity Matters", Pittsburg State University, Pittsburg, Kansas (KS), United States, 1 credit hours, approximately 1 hours spent per year. (August 15, 2018).

PSU Professional Development Day, "Cheat Proof Testing", Pittsburg State University, Pittsburg, Kansas (KS), United States, 1 credit hours, approximately 1 hours spent per year. (August 15, 2018).

Faculty Development Event, "Creating and Using Videos for your Classes", Kelce Faculty Development Committee, PITTSBURG, Kansas, United States, 1 credit hours, approximately 1 hours spent per year. (April 11, 2018).

CTLT Faculty Development Event, "Tips and Tools for Creating Video", PSU Center for Teaching, Learning & Technology, PITTSBURG, Kansas, United States, 1 credit hours. (February 21, 2018).

Kelce Faculty Development Event, "Databases and Axe Library Resources", Kelce Faculty Development Committee, PITTSBURG, Kansas, United States, 1 credit hours. (February 7, 2018).

## **Seminars**

Seminar, "The Future of AI in Higher Education", Center for Teaching Learning and Technology, PSU, Pittsburg, Kansas, United States, 1.5 credit hours, approximately 1.5 hours spent per year. (February 10, 2023).

Seminar, "FERPA Guidelines for University Faculty", Kelce Faculty Development Committee, Pittsburg, Kansas, United States, 1 credit hours. (April 24, 2019).

Seminar, "PSU Student Accommodations Services", Kelce Faculty Development Committee, Pittsburg, Kansas, United States, 1 credit hours, approximately 1 hours spent per year. (February 6, 2019).

Seminar, "Cultural Diversity on Campus", Kelce Faculty Development Committee, Pittsburg, Kansas, United States, 1 credit hours, approximately 4 hours spent per year. (October 3, 2018).

## **Tutorials**

Tutorial, "Training on use of OER in the Classroom", PSU Center for Teaching, Learning, and Technology, Pittsburg, KS, USA, 1 credit hours, approximately 1 hours spent per year. (August 15, 2020).

Tutorial, "Getting Started with Zoom", Pittsburg State University CTLT, Pittsburg, Kansas, United States, 1.5 credit hours. (April 23, 2019).

Tutorial, "VidGrid: Quizzes, Analytics, and Student Recorder", PSU Center for Teaching, Learning & Technology, Pittsburg, Kansas, United States, 1 credit hours, approximately 1 hours spent per year. (March 6, 2019).

Tutorial, "Getting Started with VidGrid", PSU Center for Teaching, Learning & Technology, Pittsburg, Kansas, United States, 1 credit hours, approximately 1 hours spent per year. (February 8, 2019).

## **Webinars**

Webinar, "Open Educational Resources Roundtable", Kansas Board of Regents, Topeka, Kansas, United States, 1 credit hours, approximately 1 hours spent per year. (February 15, 2023).

Webinar, "The New Way of Relating to Students in Times of Covid", Hawkes Learning Innovative Educator Summit, 1 credit hours. (March 4, 2022).

Webinar, "Application of Theory: Experiential Learning Opportunities and Assessing Results", AACSB, 1 credit hours, approximately 1 hours spent per year. (January 19, 2021).

Webinar, "Minitab Webinar", Minitab, PITTSBURG, Kansas, United States, 1 credit hours, approximately 1 hours spent per year. (June 12, 2019).

Webinar, "Understanding and Educating Generation Z Students", Magna Online Seminars, Pittsburg, Kansas, United States, 1 credit hours, approximately 1 hours spent per year. (November 27, 2018).

## **Workshops**

Workshop, "Designing Writing Assignments with AI", PSU Center for Teaching, Learning, and Technology, Pittsburg, Kansas, United States, 1 credit hours, approximately 1 hours spent per year. (March 24, 2023).

Workshop, "New Canvas Quiz Tool", Center for Teaching, Learning, and Technology, PSU, Pittsburg, KS, United States, 1 credit hours. (March 29, 2022).

Workshop, "Teaching Strategies and Tools to Prepare for Fall", PSU Center for Teaching, Learning, and Technology, Pittsburg, KS, United States, 3 credit hours, approximately 3 hours spent per year. (July 21, 2020).

Workshop, "Quality Matters Review for Course", PSU Center for Teaching, Learning, and Technology, Pittsburg, KS, USA, 5 credit hours, approximately 5 hours spent per year. (February 2020 - April 24, 2020).

Workshop, "DesignPLUS II Workshop", PSU Center for Teaching Learning and Technology, Pittsburg, KS, United States, 1 credit hours, approximately 1 hours spent per year. (November 14, 2019).

Workshop, "Supplemental Instruction Supervisor Workshop", International Center for Supplemental Instruction, Kansas City, Missouri, United States, approximately 20 hours spent per year. (November 4, 2019 - November 6, 2019).

Workshop, "DesignPLUS I", Pittsburg State University Center for Teaching Learning and Technology, Pittsburg, KS, United States, 1 credit hours, approximately 1 hours spent per year. (October 14, 2019).

Workshop, "Incorporating Digital & Social Media Across a Marketing Course: Design, Assignments, and Professional Development", Marketing Management Association, Santa Fe, NM, United States, 3 credit hours, approximately 3 hours spent per year. (September 18, 2019).

Workshop, "Quality Matters Rubric: Higher Education General Standards", Quality Matters, PITTSBURG, Kansas, United States, 20 credit hours, approximately 20 hours spent per year. (June 4, 2019 - June 17, 2019).

Workshop, "Bringing Creativity to the Classroom", Pittsburg State University, Pittsburg, Kansas (KS), United States, 1 credit hours. (September 25, 2018).

## **Workshop Presentation**

Workshop Presentation, "eLearning Academy", Pittsburg State University, PITTSBURG, Kansas, United States, 50 credit hours, approximately 50 hours spent per year. (May 8, 2019 - May 1, 2020).

## **PROFESSIONAL ACTIVITIES**

Academy of Marketing Studies. (June 2, 2015 - Present).

Member, Beta Gamma Sigma International Honor Society. (2008 - Present).

Member, Omicron Delta Kappa National Leadership Honor Society. (2008 - Present).

## **HONORS**

### **Service, University**

Omicron Delta Kappa Faculty Appreciation Award, Omicron Delta Kappa.

Outstanding Faculty of the Year Award, PSU Greek Council.

### **Teaching**

Kelce College of Business Excellence in Teaching Award, Kelce College of Business.

PSU Distinguished Faculty of the Year Award, Pittsburg State University.

Who's Who Among America's Teachers.

## **SERVICE AND CONSULTING**

### **College Service**

Committee Member, Business Data Analytics Curriculum Task Force. (January 2023 - Present).

Committee Member, Undergraduate Curricula Management and Assurance of Learning Committee. (August 17, 2022 - Present).

Committee Member, Student Recruitment and Retention Committee. (August 2019 - Present).

Committee Member, Marketing Faculty Search Committee. (August 2022 - November 2022).

Committee Member, Kelce Reinstatement Committee. (January 19, 2022 - August 17, 2022).

Committee Member, ENACTUS Board of Advisors. (January 1, 2015 - May 2020).

Committee Member, Marketing Faculty Search Committee. (November 2019 - May 2019).

Committee Chair, College of Business Faculty Development Committee. (August 2018 - August 2019).

Committee Member, College of Business Faculty Development Committee. (August 2016 - August 2019).

### **University Service**

Committee Member, Open Educational Resources Steering Committee. Approximately 8 hours spent per year. (August 2022 - Present).

Represent the Kelce College of Business to facilitate university efforts in Open Education Resources for students.

Committee Member, Quality Initiative Steering Committee. (February 10, 2019 - Present).

The purpose of this committee is to design, implement and evaluate a two-year Quality Initiative. The Quality Initiative is a Higher Learning Commission requirement for consideration of re-accreditation under the Open and Standard Pathway .

Committee Member, Analytics Process Collaborative Beta Team. Approximately 30 hours spent per year. (August 2016 - 2021).

Business Statistics class being used as a beta course for a Gateway Course Experience along with 2 other courses in other colleges of the university

Committee Member, Kansas Core Outcomes Group Conference. Approximately 1 hours spent per year. (October 8, 2021).

Faculty from all 32 institutions participate in the Kansas Core Outcomes Group Conference (KCOG) to articulate core outcomes for specified courses recommended for Systemwide Transfer (SWT).

Committee Member, University Committee on Student Learning. (December 6, 2017 - November 1, 2019).

The mission is to promote a culture of improving learning at the university, program, and course level. Through intentional dialogue, examining elements identified in the Pathway to Prominence, the committee will provide oversight and guidance for campus-level integration of student learning efforts.

Committee Member, Search Committee for Director of Digital Communication. Approximately 12 hours spent per year. (December 4, 2017 - January 2018).

Committee will evaluate candidates for university position, conduct phone and personal interviews, meet and confer and make recommendation for the hiring of this position.

### **Professional Service**

Member, Beta Gamma Sigma International Honor Society.

Member, Omicron Delta Kappa National Leadership Honor Society.