

Gail Cruise

2021-2022 CV

Office #335 | Cell: 413.563.7108

Business Communication Center
Isenberg #336, Coordinator



George W Spiro Business Communication Program
Senior Lecturer II

Business professional with extensive experience in designing, teaching, and implementing educational courses/programs at the university and adult levels; skilled in integrating technology in course design and teaching with technology; demonstrated leadership and organizational skills; excellent oral, written and intercultural communication skills; passionate about international travel and cultures.

More at: <https://www.linkedin.com/in/gailcruise/>

TEACHING EXPERIENCE:

University of Massachusetts, Isenberg School of Management, Amherst MA, 2000-Present; Senior Lecturer II, Business Communication Program

Professional Career Course

Career and Professional Development

- Prepare sophomores for their careers by instructing them on creating and polishing several professional pieces for their career toolkit: the elevator pitch, resume, cover letter, LinkedIn profile, and interview responses.
- Teach in the Integrated Learning Center to foster collaboration among students and build their professional competence.

Writing Courses

Management Communication

- Developed new 310 course for Fall 2017 with its theme of **Valuing Your Personal Brand, Your Stakeholders, and Your Organization: Communication Strategies That Work!** and instruct students on strategic communication through the creation of value maps for products/services and customers and developing value proposition canvas for companies, all with a digital emphasis to improve organizational communication effectiveness.

Digital Management Communication

- Instruct students on general business writing, speaking, and managerial communication to gain an understanding of and practical application in communicating as a business professional, all with a technology and social media emphasis.

Leadership Communication

- Instruct students on leadership communication skills and knowledge via writing, discussion, research, technology and oral presentations; engage students in professional and personal development, and expand their understanding of the connection between communication and leadership.

Strategic and Professional Communication

- Instruct students in the written and oral professional communication in today's workplace through practical application, discussion, strategic analysis and research, all with a technology emphasis.

TEACHING EXPERIENCE:

**University of Massachusetts, Isenberg School of Management, Amherst MA,
2000-Present Senior Lecturer II, Business Communication Program**

Writing Courses

Strategic and Professional Communication (cont'd)

- Assist future business professionals in acquiring critical communication skills, using persuasive strategies and syntactical choices while developing critical competencies for their future business careers.

Writing and Speaking for Accountants

- Instruct accounting majors on effective writing and speaking practices through conducting research on current topics in accounting, practicing professional presentations, and engaging in number of assignments directed toward the specific writing and speaking tasks of accountants and the needs of their audiences.

ESL Management Communication Course

- Instruct English as a Second Language (ESL-EFL) and International students on management communication concepts/topics and intercultural communication as well as their application in business and technical writing.

Management Communication (1 semester only)

- Instruct students on general business writing, speaking, and managerial communication to gain an understanding of and practical application in communicating as a business professional.

Marketing Communication (1 semester only)

- Instruct students on the communication and writing issues pertinent to marketing, and give students practice in forms of communication that serve to promote the marketing of people, products, services, organizations, and ideas.

Isenberg Travel Abroad Courses

Business in Italy Program, Fall 2013

- Teach students during Fall semester and lead them in two-week travel in January 2014.

Ireland Course: Business Development and Conflict Resolution, 2007-2011

- Instruct students on the business, historical, political, and cultural environments in Northern Ireland and the Republic of Ireland
- Lead students in a two-week culminating trip to Northern Ireland and the Republic of Ireland through the Inch House Irish Studies Centre.



Isenberg Freshman Fellows Course

Isenberg Freshman Fellows RAP Global Business Seminar, 2007-2020

- Instruct students on international and cross-cultural business, diversity, case studies, culture and communication for select Isenberg School Freshmen



TEACHING EXPERIENCE:

**University of Massachusetts, Isenberg School of Management, Amherst MA,
2000-Present Senior Lecturer II, Business Communication Program**

University First Year Technology Seminars

**Technology Today: Present Yourself the Web 2.0 Way, offered first time, Spring
2011-Present**

- Introduce University students to technology by examining issues such as the use of networking technologies in organizations, Web 2.0 culture and communications, ethics and the internet, security and protection of information, and communication privacy and employee monitoring.
- Engage students to gain experience in utilizing technology, including Prezi and current visualization methods for PowerPoint; complete assignments with Google, Facebook, Twitter, YouTube, and the Internet.

**Design, Visual Thinking and Technology: Fundamentals of Visualizations for
Millennials, offered first time Fall 2016**

- Learn the basics of design and visual thinking and apply them in the common technology applications: *Google Drive, Prezi, Storify, iPiccy, Pinterest, Tableau Public, and the Advanced Features of MS PowerPoint.*
- Introduce the principles of design, layout, typography, color, and data visualization where students gain an understanding of the fundamentals of visual design, visual meaning, aesthetic form, and technology applications in communicating messages to the intended audience.

Isenberg Public Speaking Electives

**Mastering Oral Communication: Professional Skills for Business Majors, 3 Credits,
Fall 2011-Present**

- Improve oral communication skills by practicing and delivering professional business and career-oriented speeches. Through feedback, role-playing, mock interviews, and videotaping/coaching, students learn how to engage the audience, emphasize key points with confident body language, and create convincing and concise talks.

**Professionally Speaking: Presentation Delivery for Business Majors, 1 Credit Seminar,
Spring 2010-Spring 2011**

- Offer strategies for creating a positive stage presence and confident audience impression through effective eye contact, stance, vocal delivery and body language to gain experience as poised and professional presenters through objective evaluation, positive reinforcement, and video coaching.

**Professional Presentations: Strategies for Business Majors, 1 Credit Seminar,
Spring 2010-Spring 2011**

- Offer strategies for designing and implementing powerful presentations, including building audience rapport, applying effective design techniques to visual aids, creating strong openings and closings, organizing content to emphasize key points, and using an interactive approach to maintain audience attention; students gain delivery expertise through objective evaluation, positive reinforcement, and video coaching.

PROFESSIONAL EXPERIENCE:

University of Massachusetts, Isenberg School of Management, Amherst MA, 2000-Present; Senior Lecturer II, Business Communication Program

Business Communication Center (BCC)

Coordinator, Coach, Consultant, January 2019-Present

- Coordinated and oversaw the renaming, restructure, and set-up of the Center for strategic, distinctive, branded, and discipline-related identification.
- Conduct workshops and in-class presentations on writing, speaking, and career topics.
- Update, maintain, and revise as needed BCC and BCP websites, resources, handouts, and scheduling.
- Serve as contact person and coach for Isenberg case competitions; provide framework for analysis and feedback on slides decks, presentation design, and delivery.
- Conduct outreach to Isenberg faculty for CAC/WAC initiatives and inclusion of writing and speaking in communication intensive courses.
- Serve as a consultant to Isenberg undergraduate, Masters, and PhD students for tutoring or coaching on writing and speaking assignments and deliverables.

Channing L. Bete Communication Center (CC)

Channing L. Bete Communication Center, 2009-2019

Writing & Speaking

- Coach students on writing and speaking in small groups or individually.
- Collaborate with faculty to deliver writing and speaking support-CAC-for their students.
- Deliver in-class presentations on topics related to public speaking and business writing formats, and documents.
- Manage the Communication Center, and with the director, supervise the GA assigned to the Center.
- Maintain, update, and revise the LOG-IN and EVALUATION SURVEYS to documents student visits to the CC.
- Maintain, update, and revise BCP/ CC resources that include handouts for print and housed in rack outside CC and on the BCP/ CC webpage.

Collaboration with Chase Career Center, 2017-2018

- In collaboration with Chase's Assistant Director-Career Development, revised student guides & professional development resources on **resumes by major** for inclusion on the Chase webpage and for use in the SCH-MGMT 200 Career & Professional Development Course.
- Revised accompanying PowerPoint presentations on resume writing and job internship search that Chase personnel deliver in SCH-MGMT 200 Career & Professional Development Course.
- Revised career resources for consistency, format, quality of writing, and grammar across all documents, presentations, and handouts.

Channing L. Bete Communication Center Workshops, 2009-Present

- Conduct workshops on writing, speaking and career topics, including resumes, cover letters, thank you notes, professional writing, professional speaking, report writing, and presentation delivery & design.
- Collaborate with Chase Career Center to deliver career and professional workshops to Isenberg students.

(Formerly) Channing L. Bete Writing Center (WC) Program, 2004-2009; now Business Communication Center

- Oversaw the conversion from a Writing Center to the Communication Center that offers both writing and public speaking assistance to Isenberg students.
- Managed the Writing Center functions and projects.
- Provided writing assistance to Isenberg students.
- Scheduled tutors to the Writing Center.
- Collaborated with faculty who request WC support in their courses.

PROFESSIONAL EXPERIENCE:

University of Massachusetts, Isenberg School of Management, Amherst MA, 2000-Present; Senior Lecturer II, Business Communication Program

(Formerly) Writing Across the Curriculum (WAC) Program, 2000-2009; now CAC, Communication Across the Curriculum

- Managed the WAC Program.
- Collaborated with WAC participating faculty to provide oral and written business communication support in their courses.
- Provided writing, speaking, and presentation assistance to their WAC students the completion of their discipline-related assignments.

BUSINESS COMMUNICATION PROFESSIONAL CONTRIBUTIONS & CONFERENCES:



CO-CHAIR: GABC—Global Advances in Business Communication Conference in Collaboration with ABC, KABC, & JABC Partner Conference; Scheduled June 2023—Seoul, South Korea

GABC is a collaboration of 4 universities: Eastern Michigan University, Universiteit Antwerpen, Delhi School of Business, and Universiti Teknologi Malaysia (UTM) whose mission is to consider on-going scholarly activities and business practices that shape and are shaped by the intersection of culture, communication, and global business.

2023 Korea GABC Conference, Seoul Korea, Summer 2023

In partnership with the **Association for Business Communication (ABC)** and local host, the **Korean Association for Business Communication (KABC)**, this conference will run concurrently with the **Annual ABC International Conference** at the same venue. This innovative conference partnership presents a prime opportunity for attendees to connect, network, and learn from GABC, ABC and KABC colleagues who are engaged in the study of culture, communication, and global business.

THEME: Global Business Communication and Culture: Crossing borders, Expanding boundaries

- Assumed role of co-chair of GABC conference for upcoming consortium of partner annual conferences in South Korean in Summer 2023 (KABC, ABC, JABC)
- Wrote the CFP and SAVE THE DATE for the GABC conference with the theme: Global Business Communication and Culture-Crossing Borders, Expanding Boundaries
- Serve as a member of the Korea 2023 Planning Committee; participate in ZOOM conference calls with world-wide members of the Korea 2023 Planning Committee; contribute ideas through email exchanges on our conference planning
- Assume responsibility for managing social media platforms - GABC LinkedIn and GABC Facebook
- Contribute to the planning of the GABC and ABC conferences; complete co-chair duties for GABC, contribute to ABC co-chair duties as needed.

2021 GABC Conference in Partnership with ABC 86th Annual Conference (GABC Tracts), Tampa, FL, October 2021

- Completed pre-conference initiatives including CFP, double blind review process of proposals, scheduling of sessions, and conference administration.
- Assigned reviewers to blind review proposals; blind reviewed proposals.
- Serve as contact for GABC members, address questions or concerns, participate in pre-planning conference meetings, organize and update email lists, and collaborate with ABC chairs and committee members to execute this virtual and in-person conference.

2022 GABC Conference in Partnership with ABC 87th Annual Conference, TBA

BUSINESS COMMUNICATION PROFESSIONAL CONTRIBUTIONS & CONFERENCES:



Association for Business Communication (ABC) 2021 Annual International Conference, Tampa FL & Virtual, October 2021

Co-Presenter with other ABC SIG Members: [Training Tutors to Work in Business Communication Centers](#)

Association for Business Communication (ABC) 2020 Annual International Conference, October 2020, Virtual ATTENDEE

Association for Business Communication (ABC) 2019 Annual International Conference, Detroit MI, October 2019

Co-Presenter: [Envisioning, Implementing, and Delivering Innovation: Center for Business and Professional Communication](#)

Association for Business Communication (ABC) 2018 Annual International Conference, Miami FL, October 2018

Presenter: [Shift Happens! Teaching Value Proposition in the Technology-oriented Business Communication Course](#)

CO-CHAIR, Association for Business Communication (ABC) 2017 Annual International Conference, DUBLIN IRELAND. Summer 2016—October 2017: Planning, Implementation, and Managing this 1st ABC International Conference outside of North America. Successfully completed the detailed tasks of the Co-Chair:

- Served as the Co-Chair of the organization in the field of business communication.
- Wrote and implemented the Call for Proposals (CFP), including creating the conference theme, describing the call details, developing a competitive proposal selection process, and reviewing the CFPs for acceptance.
- Visited the conference site venue and locations; served as an initial point of contact and met with local service providers to plan conference excursions.
- Developed presentation and exhibition schedules and assigned rooms to presenters/exhibitors; developed conference program (hard copy) & Guidebook (APP) entries for publication.
- Updated the blind peer review process to correspond to journal publications.
- Promoted frequently the theme, registration and location to membership; updated membership through ABC website, email, and Facebook page.
- Created a variety of conference information on documents such as Excel spreadsheets to share with co-chair, logistics personnel and executive director.
- Developed a detailed Ireland blog, informing members about Ireland, providing travel tips, and offering information on getting to and from the conference and around Ireland; served as an initial point of contact for Ireland excursions, events, and activities; and led 90 members on the train to the main excursion to Malahide Castle and Village.
- Developed and wrote the Board of Directors' Report and the Executive Director's Report; created a post-conference satisfaction survey disseminated to membership.
- Served as post-conference advisor to the 2018 Miami Conference Co-Chairs in their implementing of the Annual Conference, with a focus on lessons-learned, improvements to conference events, and strategic planning.

BUSINESS COMMUNICATION PROFESSIONAL CONTRIBUTIONS & CONFERENCES:

Association for Business Communication (ABC) 2016 Annual International Conference, Albuquerque NM, October 2016

Presenter: **Long Story Short: Designing Resume Infographics on PowerPoint**

National Communication Association (NCA) 2015 Annual Conference, Las Vegas NV, November 2015, Attendee

Association for Business Communication (ABC) 2014 Annual International Conference, Philadelphia PA, October 2014

Presenter: **Teaching with Technology: PREZI in the Business Communication Classroom**

Association for Business Communication (ABC) Annual Conference, New Orleans, October 2013

Teaching with Technology Special Interest Group (SIG) Presenter & Co-Panelist with 5 ABC Members

Our Favorite Teaching with Technology Assignments: Tools, Online Collaboration & Communication Technology.

Association for Business Communication (ABC) Annual Conference, Honolulu HI, October 2012

Teaching with Technology Special Interest Group (SIG) Symposium, Chair and Presenter

Co-Panelist with 2 Presenters (Cornell University and Portland State University)

Symposium Title: Teaching with Technology: Practical and Painless!

- **Presentation 1: Transforming business communication through technologies in the classroom-What works! My Topic-RESUME INFOGRAPHICS**
- **Presentation 2: Navigating sustainability trends and issues in teaching with Technology: My Topic-RESEARCH on Teaching with Technology and Sustainability**

Association for Business Communication Annual Conference, Chicago IL, October 2010

Co-Panelist with 2 Stephen F. Austin State University Faculty:

ABC Teaching with Technology SIG Panel: Student Engagement through Technologies in the Business Communication Course.

Association for Business Communication Annual Conference, Norfolk VA, November 2009

Co-Presenter with 3 George W. Spiro 71' Business Communication Faculty:

Communicate! Connect! Engage! Using technology, current events, and popular culture to strengthen students' business communication skills.

Association for Business Communication Annual Conference, Washington DC, October 2007

Presenter: **Integrating Critical Reflection into an ESL business communication course: Gaining professional competence through reflective practice.**

Association for Business Communication Annual Conference, San Antonio TX, October 2006

Presenter: **Thinking globally, conceptualizing culturally, and writing locally: An experiential approach to teaching business and professional communication to ESL students.**

BUSINESS COMMUNICATION PROFESSIONAL CONTRIBUTIONS & CONFERENCES:

Isenberg School of Management Conference

Women of Isenberg Annual Conference, 2020



INVITED PANELIST: BUSINESS WITHOUT BORDERS

- Discussions with 2 other co-panelists on conducting business without borders, focusing on my experience in co-chairing an international conference in Europe, teaching courses with an international focus, and traveling extensively world-wide.

TOPICS of PANEL DISCUSSION:

- Our international background including experiences and practices
- Benefits of international experiences
- Ways international business changed perspectives of the world
- Lessons-learned from international business practices
- Similarities and differences in business cultures
- Advice to attendees on gaining international experiences and taking advantages of opportunities
- Pivotal stories impacted our international perspectives

TECHNOLOGY & PROFESSIONAL ACTIVITIES:



- **Prezi Educators Society-Inaugural Member, March 2014 to Present**
Selected for prestigious membership to Prezi's inaugural Educators Society
MY Winning PRESUMÉ: http://prezi.com/13qvt0iz2ls_/gail-cruise-university-of-massachusetts-amherst/#



- **EdMedia 2014: World Conference on Educational Media & Technology, Tampere, FINLAND, June 2014**
Attendee: Participated in a 4-day conference on teaching and learning with Technology

EDUCAUSE

- **EDUCAUSE 2011, Philadelphia PA, October 2011**
Fellowship Recipient: Attended the annual convention, a non-profit organization which promotes the intelligent use of technology in higher education; **awarded the \$2000 Jane N Ryland Fellowship to participate.**



- **Diverse 2011: Developing Innovative Visual Educational Resources for Students Everywhere, Dublin Ireland, June 2011**
Attendee: Participated in three-day conference at Dublin City University, Ireland whose main theme was *Creativity - Enhancing Our Vision of the Future* for the use of visual media in teaching, learning and creative inquiry.

TECHNOLOGY & PROFESSIONAL ACTIVITIES:



- **Dublin Web Summit, Dublin Ireland, June 2011**
Attendee: Attended the June 2011 tech event at the Royal Dublin Society (RDS), Ireland that gathers some of the main international names to provide start-ups and web types with the opportunity to meet and learn from incredible entrepreneurs, investors and influencers.



- **Campus Technology 2010 Annual Educational Technology Conference, Boston MA, July 2010**
Attendee: Participated in a week-long educational technology conference; **received \$500 MSP & Faculty Development Award to defray cost of conference registration.**

EDUCATION:

Western New England College, Springfield, MA
Masters (MBA): Business Administration

College of Our Lady of the Elms, Chicopee, MA
Graduate Level English Coursework, 1 Semester

American International College, Springfield, MA
Graduate Level Education Coursework, 2 Semesters

College of Our Lady of the Elms, Chicopee, MA
BA: History, English, Secondary Education

AWARDS & HONORS:



Association for Business Communication

- 2017 Spirit of ABC Award in Memory of Dr. Bernadine P. Branchaw



Prezi Educators Society

- Inaugural Member, March 2014-Present



Outstanding College Teaching Award

- Isenberg School of Management, 2012

AWARDS & HONORS:

EDUCAUSE

Jane N Ryland Fellowship 2011, EDUCAUSE, Washington DC

- Awarded Fellowship from EDUCAUSE, a non-profit organization that advances higher education by promoting the intelligent use of information technology.
- Used the Fellowship to attend the EDUCAUSE Annual Convention in Philadelphia PA in 2011.



- **NOMINATED:** Isenberg School of Management **2021 Teaching with Digital Technology Award**

PROFESSIONAL ASSOCIATIONS:

- Co-chair, Global Advances in Business Communication in partnership with Association for Business Communication Annual International Conference, 2020-2022
- Member, Nominating Committee for 2018 Annual ABC Annual International Conference for awards, honors, & elections
- Co-Chair, Association for Business Communication Annual International Conference, Dublin Ireland 2016-2017
- Member of the Association for Business Communication (ABC)
- Member of ABC Technology Committee
- Former Creator, Coordinator, and Member of ABC Teaching with Technology Special Interest Group (SIG)
- Member of the ABC Business Communication Centers (SIG)

UNIVERSITY OF MASSACHUSETTS ASSOCIATIONS:

- Member of the University Academic Matters Council, 2021-Present
- Member of the University Faculty Senate's Information and Communication Technology Council, 2009-Present
- Member of the University General Education Council of the Faculty Senate, 2006-2009
- Member of Diversity and Culture Subcommittee of the University General Education Council, 2006-2009
- Member of Business Communication Committees, 2006-Present
- Personnel, Cross Cultural, Curriculum, Forward Planning, Website, and Assessment; Chair Personnel Committee 2014-Present

INTERCULTURAL EXPERIENCES and SKILLS:

- Awarded grant from International Programs Office UMASS and Isenberg School of Management
- Develop 3-credit course for Isenberg students with travel to Prague, Czech Republic and Budapest, Hungary summer 2013.
- Knowledgeable about Irish culture and life from extended living in Dublin Ireland during the summer three months
- Participation in international technology conferences
- Basic level of proficiency in Spanish and French
- Experienced in planning and implementing international conference and excursions in Ireland

INTERCULTURAL EXPERIENCES and SKILLS:

- Over twenty years of travel/cultural experiences in Ireland, and more recently in UK, South America, Europe, and Asia
- Passionate and curious solo traveler of the world: South America (Patagonia, Argentina, Uruguay, Chile, Peru, Colombia), Europe (UK, Ireland, France, Germany, Netherlands, Italy, Finland, & Northern Ireland), Eastern Europe (Turkey), and Asia (Singapore).

RELEVANT PROFESSIONAL EXPERIENCE:

Consultant, Workforce Education

Program Management

- Planned, designed, and implemented on-site ESL (EFL) and ABE (Adult Basic Education) workforce education programs in manufacturing, hospital, and research-based companies.

Assessment and Evaluation

- Interviewed potential workforce program participants and assessed their writing, speaking and language skills.
- Wrote educational plans for learners/employees.
- Assisted employees in integrating educational goals with career development plans.
- Formulated and implemented evaluations to measure program learning and instruction effectiveness.
- Analyzed company forms and training program materials for needs base assessment.
- Conducted organizational needs assessment.

Consultant, Workforce Education

On-Site Workforce Education Instruction

- Instructed Ph.D. research chemists in the areas of technical and non-technical writing, speech, pronunciation, presentation delivery, and ESL (EFL) skills.

College of Our Lady of the Elms, Chicopee, MA

Consultant, English Language Learner (ELL) Teacher Training Program

ESL (EFL) Practicum Supervision

- Observed and evaluated the instructional practices, knowledge, and professionalism of student teacher during her practicum.

Literacy Volunteer Network, Springfield, MA

Project Manager, Grant Funded Workplace Education Literacy Program

Project Management

- Managed state-funded grant utilizing volunteer tutors as workforce education instructors on-site at local manufacturing companies.
- Trained and managed volunteer tutors; assessed and evaluated learning, instruction, and program effectiveness.
- Developed training materials for ESL (EFL) and ABE employee learners and volunteer tutors.
- Built collaboration with unions, supervisors, participants, management, funding agencies, and outside consultants/service providers.

RELEVANT PROFESSIONAL EXPERIENCE:

Massachusetts Career Development Institute, Springfield, MA

Instructor, Learning Lab/Center

Adult Job Skills Preparatory Instruction, Workforce Education

- Taught ESL (EFL), reading, ABE, writing, and job readiness preparation.
- Developed curriculum materials for job specific, ESL (EFL), and basic skills instruction.

CREATIVE WORKS:

Storytelling, Web Design, and Technology

ANTECEDENTS: The Stories of Us! Website & Stories of Family Ancestors, 2020-Present

- Website creation on Wix.com including: in memoriam (ancestors who died before their 16th birthday), stories, blog, about us, and home pages, etc.
- Design, format, lay out, and write the content for the website while learning website development.
- Write blog that consists of stories of select ancestors and tells their story within their historical context for family storytelling.
- Heavily research narratives for historical facts to place the ancestors within the times, culture, and circumstances of their stories.
- These ancestors lived across the world, namely US, Canada, France, England, Wales, Ireland, and more generally, eastern and western Europe.
- Learn about ancestors and their identities within historical contexts to give context to their lives and experiences.
- Highly creative project that includes website design and research and writing of narratives within a historical storytelling framework.