

PAMELA S. TRAFFORD

Curriculum Vitae June, 2026

EDUCATION

- MBA degree, University of Montana, Missoula, MT, 1982
- BA degree, Anthropology, University of Montana, Missoula, MT, 1977

HONORS, AWARDS, FELLOWSHIPS AND GRANTS

- Video Design Institute Fellow, 2026 (Inaugural group)
- Nominated for College outstanding teacher award in multiple prior years, most recently 2025.
- Nominated for the University Distinguished Teaching Award, 2023-2024 and in multiple prior years.
- Nominated for the 2023 and 2022 American Accounting Association/J. Michael and Mary Anne Cook/Deloitte Foundation Prize for significant achievements in teaching and contributions to the accounting education community.
- Teaching with digital technology award, Graduate programs. 2021-2022
- Dean's Panel participant: Inspiring Innovation in Teaching and Learning. 2021
- Isenberg Teaching Fellow, 2020-2021 (Inaugural group)
- Lybrand Silver Medal for "Let me explain," 2020. Article published in 3/2020 in Strategic Finance.
- University Innovation Fellow, 2016 (Inaugural group)
- Student-centered Learning and Teaching Fellowship, 2015-2016
- Member, Mellon Mutual Mentoring Team Grant Program, 2015-2016
- College Outstanding Teacher Award, Isenberg, 2014-2015
- Awarded two Open Education Initiative Grants from the University of Massachusetts, 2011
- Nominated for an outstanding online teaching award for the New England region of the University Continuing Education Association, 2007
- Award for lasting contribution to UMass Online, 2006
- Recipient of multiple Certificates of Excellence for Teaching in the Continuing and Professional Education Program, 2001- 2004
- Coopers & Lybrand Doctoral Grant, 1992-1994
- American Accounting Association Doctoral Consortium Fellow, 1994
- University of Massachusetts Doctoral Scholarship (1994)

TEACHING EXPERIENCE

Faculty- University of Massachusetts, Amherst MA (1997 to present)

- Promoted to Senior Lecturer, 2007, Senior Lecturer II, 2010
- Graduate courses taught in MBA and MSA programs (online and/or traditional delivery):
 - Current or recent teaching all of the courses below with an *
 - Financial and Managerial Accounting* (2 separate courses in earlier years, for MBAs)
 - Foundations of Accounting and Preparatory course* (for MBAs)
 - Financial Accounting and Reporting I* and/or II* (for MSAs)
 - Foundations of Financial reporting (for MSAs)
- Undergraduate courses taught (online, hybrid, and/or traditional delivery):
Current or recent teaching all of the courses below with an *.
 - Intermediate Financial Accounting I* and II
 - Advanced Accounting*
 - Principles of Financial Accounting and related honors colloquia
 - Principles of Managerial Accounting and related honors colloquia
 - Seminar for SIP (Semester in the Profession, team teach)*
 - Accounting for the Hospitality Industry
 - Cost Accounting
 - Contemporary Issues for the Accounting Profession
 - Financial Statement Analysis- Honors Colloquium
 - Evolution and Revolution in Accounting- Honors Colloquium

TEACHING EXPERIENCE (CONTINUED)

Faculty- University of Massachusetts (continued)

- Began teaching online in 2001 and used multiple platforms.
 - Developed, designed, and taught various financial and managerial accounting courses to undergraduates, MBA students and MSA students.
 - Isenberg Faculty Liaison for online teaching (2006-2011). See section for prior academic service.
- Other teaching activities
 - Student organization advisor (Alliance for Women in Accounting (2014- present), National Association for Black Accountants (2013-2018).
 - Departmental honors director (see academic service)
 - Sponsor field experiences with directed academic components
 - Serve as chair or co-chair for independent honors capstone theses, with related advising
 - Contributor to school-wide accreditation/assessment efforts.

Graduate Student Teaching Assistant- University of Massachusetts, Amherst, Massachusetts (1992 to 1997)

- Taught financial accounting, managerial accounting and individual taxation while a PhD student

Consultant/Instructor- University of Massachusetts, Amherst, Massachusetts (1997)

- Taught review sessions for managerial accounting to MBA students

Tax Training Liaison- KPMG LLP, Billings MT (1988 to 1992)

- Trained staff and senior accountants in trust taxation and computer applications

Teaching Assistant- University of Montana, Missoula, MT (1980 to 1982)

- Taught Financial Accounting I, II, and III to undergraduate students while an MBA student

SCHOLARLY CONTRIBUTIONS

- Textbook review, Financial and Managerial Accounting: Building Skills with Data Analytics, Williams, Bettner, Richardson, Smith (November 2025)
- Multiple levels of review: Managerial Accounting for Managers by Thomas/ Drake/ Thornock/ Spiceland. (March 2026; April/May 2025; October/November 2024)
- Focus group webinar/ review survey for the new edition of Advanced Accounting, 5/e, by Hopkins. Cambridge Business Publishers, including MBC. (October and November 2022)
- In depth select financial chapters review, MHHE textbook. Financial Accounting for Managers by Thomas/ Drake/ Thornock/ Spiceland. Included select online assignment features. (March 2022, October 2022)
- Member of McGraw Hill Accounting's ConnectED Virtual Focus Group: An Accounting Digital Innovation Focus Group. (October, 2021)
- Reviewer for content development of new textbook aimed at MBAs: Financial Accounting for Managers, Wayne Thomas, Jake Thornock, Michael Drake and David Spiceland. (August, 2021)
- Published article: "Let me explain: Supplement quantitative performance measures with narrative reporting," authored with Jeremy Bentley, Conner Blake, and Margaret Shackell-Dowell. March 2020, Strategic Finance. (March 2020)
- Presentation, American Accounting Association. Effective teaching and learning strategies section of AAA, Poster presentation, August 2018, "Benefits of hybrid courses for student learning, instructor training, and resource allocation."
- Reviewer for content revisions to Financial Accounting, Hoyle and Skender, prospective 3rd edition. (2018)
- Reviewer for content revision to Financial and Managerial Accounting for MBAs, prospective 5th ed. Easton, Halsey, McNally, Hartgraves and Morse. (2016)
- Authored OWL content for financial and managerial accounting courses (1997-present.) The database is revised annually. Content is used by other faculty.
- Published customized version of Financial Accounting, Hoyle. Significant customization made the book suitable for use by MBAs. (2012,2013)
- Authored student workbooks for large financial accounting course. (1997-2003)
- Developed initial framework of accounting knowledge for ALEKS, a company creating algorithmic learning software. (2001)

PROFESSIONAL AFFILIATIONS

- Certified Public Accountant, Montana (1983- present)
- Chartered Global Management Accountant (2015- 2020) No longer renew just to save the cost.
- Member of the American Accounting Association
- Member of the Massachusetts Society of Certified Public Accountants
- Member of American Institute of Certified Public Accountants

PROFESSIONAL EXPERIENCE

American Association of Physician Leadership (2017-present)

- Faculty in the executive education program
- Developed executive education course

Business Consultant (2014 to present)

- Provide general accounting and/or tax advice to various small businesses, including a manufacturer and a dance studio.

CPA, Senior Manager- KPMG LLP, (1982 to 1992)

- Certified public accountant, specialized in tax services
 - Provided tax compliance and tax consulting to a diverse client base that ranged from international public firms to sole proprietorships.
 - Major clients included high wealth individuals and businesses in the following industries: banking, oil and gas extraction, construction, transportation, manufacturing, trust Services, healthcare, real estate and various charitable organizations and foundations.
 - Invited speaker at various functions to update public and particular client groups on new tax proposals
 - Prior to Senior Manager promotion in 1988: Manager (1986-1988). Staff (1982-1986.)

Consultant- Aleks Corporation, Santa Ana, CA (2001)

- Evaluated the adaptability of their problem-generating algorithm to an on-line knowledge assessment program for several areas of accounting. Provided feedback and a logical content sequence for the algorithm

PROFESSIONAL SERVICE

Board of Directors, Biodynamic Farmland Conservation Trust, Inc. (BFCT) (2024-2025)

- BFCT is a non-profit that oversees the activities of Brookfield Farm, a CSA with over 1 million in assets that supports over 600 households, annually.
- Treasurer. Oversee work of bookkeeper, coordinate with auditors, review and coordinate budgets, and advise on financial issues.

Massachusetts Society of CPAs- Accounting Pipeline Initiatives Committee (2012-present)

- Committee member. Meet regularly with practitioners to discuss new developments and provide guidance to academia and the profession.
- Name changed in 2024. Previously was the Academic & Career Development Committee

Coordinator/participant, MSCPA campus event: Is Accounting for Me? (Spring 2023, 2019, 2018)

- Led activities and coordinated panel discussion with MSCPA personnel as part of their annual event promoting the accounting profession.

Volunteer- VITA (Voluntary Income Tax Assistance) Program (2016-2020)

- Review returns for student volunteers in international tax program, Isenberg School.

Taxpayer Advocacy Panel (2014-2015)

- Service on Taxpayer Assistance Service Centers Committee and Taxpayer Issues Screening Committee

Board of Directors, MotherWoman, Inc. (2012- 2013)

- MotherWoman is a regional non-profit. Served as Treasurer, member of Finance and Executive committees

PROFESSIONAL DEVELOPMENT

- Maintain license as a Certified Public Accountant.
 - Includes a minimum of 120 hours of qualifying professional education credits in every rolling 3-year period.
- Attend conferences and symposiums with other practitioners to stay in touch with issues and developments in the profession. These are generally sponsored by the AICPA, MSCPA, or governmental taxing authorities.
- Attend webinars on current accounting, taxation and other business issues to stay current on technical and topical issues.
 - Regular attendee of many webinars on CPA evolution and the impact on teaching and the profession. Webinars are sponsored by the AICPA, the AAA and the MSCPA.
 - Other webinars are sponsored by FASB, Deloitte, KPMG, PWC, and others covering various topics including accounting, tax, ethics, analytics and emerging issues.
 - Topics included successful teaching of ethics, artificial intelligence, sustainability, financial planning and more.
- Select professional conferences/trainings
 - Completed AI for Business Track in Datacamp, 2025.
 - MassCPAs 2023 Virtual Educators Conference: Adapt, Inspire, Connect
 - Deloitte 2020 Year-end Technical Update: A virtual CPE week
 - Regular attendee of AAA WeAre webinar series and AICPA/CIMA Faculty Hours
 - Income Tax School. 2-day conference, updating federal and state taxation issues with CPAs and practitioners as well as representatives from IRS, MDOR, etc. (most recent, 2019)
 - American Accounting Association (AAA) Annual Convention (3-day conference). 2018,2017,2016

CURRENT ACADEMIC SERVICE

University/Isenberg committee memberships

- *Member, Isenberg Taskforce for Redesign of MBA programs.* (August-September 2025)
- *Member, University Committee to consider adaptation/pilot of Edfinity.* (2025 to present)
- *Chair, Isenberg Teaching Award Committee (TAC).* (Spring 2019-present). Choose recipients of the College Outstanding Teaching awards for Isenberg faculty. Chair committee beginning in 2014.
- *Member, College Review Committee* (2023-present). Review cases for promotion to Senior Lecturer and Senior Lecturer II across the School and make recommendations to the Dean.
- *Innovation Fellows Group* (2016-present). Discuss new instructional innovations, create a roadmap for sustainable innovations at UMass Amherst and promote the use of technology innovations in teaching and research.
- *Member, MBA Graduate Faculty Committee.* (2011-present) Integrate curriculum, consider assessment results and goals, and strategize programmatic goals. Determine the accounting curriculum for online and part-time programs. Review course histories for transfer credit determinations, advise students interested in accounting-related fields.

Honors Director, Accounting (2011- present)

- Communicate requirements to students and advise on the honors curriculum of the CHC.
- Advise faculty on honors matters.
- Approve all independent honors contracts
- Design/review accounting honors course content

Other current academic service

- Piloting Edfinity as a replacement for OWL (delayed for contract reasons until Fall 2026).
- Speaker, active participant in department new majors, potential student activities.
- Tested Canvas Studio video quizzes vs. Quizzes with lectures included as stimulus questions for various interested faculty.
- Piloted ExPrep in Fall 2024.
- As a former teaching fellow, consulted on various projects. (2021-2025). Recent examples include:
 - Work with Dean Hess on identifying issues for badging credentials, reward system.
 - Work with S. Boyer to identify Canvas issues for a subgroup working at the University level.
- Massachusetts Society of CPAs- Accounting Pipeline Initiatives Committee (2012 to current).

(Academic service continued on next page)

PRIOR ACADEMIC SERVICE

Select committee memberships

- *Member, MSA Curriculum committee* (2017- 2024). Meet for curriculum redesign. Have contributed several course proposals in Transitions program, most recently in 2023.
- *Chancellors Flexible Learning Taskforce*. Member of subcommittee: Instruction, Pedagogy and Technology. (Spring, 2021. Report issued July, 2021)
- *Chancellor's Textbook Working Group* (2016-2017.) Explore issues related to improved compliance with the HEOA mandate and overall campus goals of efficiency and transparency.
- *Commonwealth Honors College Council of the Faculty Senate*. (2013-2016). Member of Program working committee.
- *Curriculum Innovation Subcommittee of the Joint Task Force on Strategic Oversight*. (2012-2103) Reports to the Campus Leadership Council and Faculty Senate Rules Committee to make recommendations related to curricular innovation.
- *Moodle Advisory Committee* (2010-2012). Meet monthly to discuss improvements to Moodle.
- *Teaching Commons Advisory Committee*. (2010-2013). Provide consultation on program development and priorities with an emphasis on the development of the Teaching Commons as a collaborative campus-wide portal for faculty success.
- *Future LMS (Learning Management System) Committee (June 2010-December 2010)*. Charged with reviewing the best technologies for teaching online.
- *Learning Platform Review Committee* (January 2010- August 2011). Members were charged with reviewing the best technologies for teaching online. We surveyed constituents, collecting data from vendors, tested all of the platform possibilities.
- *E-Learning Application Cabinet* (March 2006 to August 2011). Participants from all UMass campuses meet quarterly to help set strategic direction for the UMass Online technology platform.
- *Ad Hoc Committee on Online Learning* (2004 to 2008). Advise the campus administration with respect to the optimal technological infrastructure appropriate to effective online and technologically assisted instruction, including the University Library.
- *Various search committees* for the Accounting Department, the MBA program, the Writing program, and the Center for Teaching and Learning.

Faculty Liaison for Online Learning

The goal was to improve the quality of the online learning experience for students and faculty. (2006-2011)

- Advocated for faculty in policy and procedural matters at various levels of the UMass system.
- Coordinated training and provided internal training and support..
- Identified and coordinated opportunities to improve the quality of online teaching with new resources (software, equipment, personnel, help desk vendors, etc.).
- Created and maintained a website/blog for Isenberg online instructors to use as a resource.
- Piloted several new learning management systems, tablets, and other new products.
- Met with representatives of Five College, Inc. and the campuses to find ways to support creative uses of online technology.

Selected Faculty Workshops (As Presenter)

- Teaching Fellows Workshops 2020-2021. Developed and presented content to Isenberg faculty.
- Brown bag lunch with faculty in Communication Disorders about startup of online courses. (2010)
- Hold 7 workshops for faculty on using Blackboard Vista. (2007-2009)
- Invited speaker: Center for Teaching- Spring 2009 Online and Hybrid Education Series. (2009)

Other

- Speaker/panel participant. UMass Library. Open Education Initiative grant recipients discuss the results of our work related to the OEI grants (2011)
- Presenter at Careers in Accounting and Management Professions program (C.A.M.P), 2015-2016
- Participated in many recorded presentations to promote Isenberg.
- Participant in videotaped session with UMOL to promote the quality of online education. (2010)
- Presenter, (with Shirley Shmerling) to a Chinese Consortium of academic and political leaders. (2008)