

Rachael Tiede

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Education

California State University, Los Angeles, CA (2004)

M.A. in Communication, research included how Tweens (8-14 year olds) identify with popular cartoons and advertising messages specifically "*Spongebob Squarepants*"

California State University, Los Angeles, CA (2001)

B.A. in Communication Studies with an emphasis in Organizational Communication and Public Relations

Ricks College, Rexburg, ID (1996)

A.A. in Journalism

Focused on managing the advertising in a 48 page student run weekly newspaper

Teaching Experience

North Lake College, Irving, TX

Visiting Scholar, Speech Communication (Sep 2013-Present)

- Create syllabi, projects and class content for Speech 1311 Intro to Speech Communication, SPCH 1315 Fundamentals of Public Speaking and SPCH 1321 Business and Professional Speaking
- Educate and evaluate students in a small sampling of the field of communication studies and the public speaking process
- Participate and instruct students in speech club monthly meetings
- Digital faculty consultant for McGraw Hill, train, research, and provide tech support to other full time and adjunct faculty in Speech Communications at North Lake.
- Provide plans and professional guidance for attracting new students to the North Campus.
- Teach at least five face to face classes and two online classes.
- Continue to develop, enhance and research new ways to teach speech classes online.
- Work with fulltime faculty in creating, evaluating and revising Student Learning Outcomes
- Assess students based on Student Learning Objectives
- Work with dual credit students in completing assignments and mentoring for future college success
- Instruct students how to work in teams, research, build resumes, and prepare to deliver speeches
- Areas and assignments include interpersonal analysis, intercultural interviews, persuasive, informative, special occasion and impromptu speaking; brainstorming, researching and supporting ideas, audience analysis, language, listening skills, outlining, using visual aids and technology in presentations and the way non-verbal communication affects the communication process
- Professional development for Distance Learning Methods includes Ecampus basics I and II, Softchalk, Wimba, Quality Matters, online class certification including grading, creating tests and teaching online classes using Blackboard
- Attend professional development training including the DCCCD Visions of Excellence program for new faculty members

North Lake College, Irving, TX

Adjunct Faculty, Speech Communication (January 2009-Aug 2013)

- Created syllabi, and class content for Speech 1311 Intro to Speech Communication and SPCH 1315 Fundamentals of Public Speaking
- Educate and evaluate students in a small sampling of the field of communication studies and the public speaking process
- Work with dual credit students in completing assignments and mentoring for future college success
- Instruct students how to work in teams, research, build resumes, and prepare to deliver speeches
- Areas and assignments include interpersonal analysis, intercultural interviews, persuasive, informative, special occasion and impromptu speaking; brainstorming, researching and supporting ideas, audience analysis, language, listening skills, outlining, using visual aids and technology in presentations and the way non-verbal communication affects the communication process
- Professional development for Distance Learning Methods includes Ecampus basics I and II, Softchalk, Wimba, Quality Matters, online class certification including grading, creating tests and teaching online classes using Blackboard
- StrengthsQuest training, five personal traits are (Connectedness, Communication, Strategic, Responsibility, and Maximizer)
- Currently attend district, College and discipline workshops to help improve student learning
- Work with fulltime faculty in creating, evaluating and revising Student Learning Outcomes
- Assess students based on Student Learning Objectives

Mt. San Antonio College, Walnut, CA

(January 2006-June 2008)

Adjunct Faculty, Communication

- Developed syllabus, projects and class content for Speech 1A (Public Speaking)
- Coordinated new speech video lab, which included, showing examples and ways to use cameras to record students speeches, which ultimately led to what equipment to order for the lab
- Taught and evaluated students in all areas of, creating and delivering speeches

- Informed students of the importance of working in teams and in small groups
- Topics and assignments included persuasive, informative, special occasion and impromptu speaking; brainstorming, researching and supporting ideas, audience analysis, language, listening skills, outlining, using visual aids and technology in presentations

California State University, Los Angeles, CA (March 2005-June 2008)
Adjunct Faculty, Communication Studies

- Produced syllabi, projects and class content for two classes Public Relations its Principles and Practices, and Managing Problems in Public Relations
- Counseled and organized group assignments and activities for students to understand the professional world and the role of a Public Relations person
- Focus and projects included history, principles and practices of public relations, the law, role of various positions within the public relations field, creating media kit contents, crisis communications, and rebuilding reputation plans; interacting with and creating media opportunities, implementing crisis and rebuilding reputation plans; researching organizations and companies problems and critiquing overall outcomes of developed plans; professional portfolio created containing class projects and career goals

Art Center College of Design, Pasadena, CA (September 2000-June 2008)
 •Guest Lecturer, Presentation Workshops, Speech and Presentation Coaching for College Valedictorians, Faculty, Department Chairs and the Chief Academic Officer

California State University, Los Angeles, CA (September 2002-2004)
Teaching Associate, Communication Studies

- Instructed, lectured and evaluated students in Oral Communication
- Topics discussed included public speaking, presentation skills, audience, language, listening skills, persuasion, outlining, using Power Point, visual aids and technology in speeches
- Planned and organized group discussions and activities for students to practice speaking skills

Areas of Specialization

- Oral Communications, Public Speaking, Public Relations, Crisis Management, Organizational Communications, Business Communications, Small Group Communications, and Interpersonal Communications

Relevant Work Experience

Art Center College of Design, Pasadena, CA (March 2004-June 2008)
Executive Assistant to the Executive Vice President and Chief Academic Officer

- Assist the EVP/CAO in strategizing, communicating and implementing the educational message, vision and plan to the college and community
- Organize and produce graduation events; coordinate activities; meetings; and speaking engagements
- Collaborate with department chairs, faculty, and administration in producing projects, events, and communicating educational highlights to the college, community, and media

Art Center College of Design, Pasadena, CA (June 2000-March 2004)
Associate, Communications & Public Relations

- Pitched and arranged for local, national and international media
- Coordinated digital images and design for brochures, media kit contents, exhibition materials, and presentations for the college
- Trained spokes people for media interviews, speeches, and presentations

TCI Media Services, Idaho Falls, ID (July 1996-October 1997)
Account Executive

- Promoted and sold cable advertising to local businesses and advertising agencies
- Designed and presented PowerPoint presentations to clients and management
- Achieved exceptional results through exceeding quarterly and yearly sales goals

Ricks College Scroll, Rexburg, ID (August 1994-April 1996)
Advertising Manager, Sales Representative

- Managed newspaper advertising sales staff
- Sold advertising to local and national businesses
- Record breaking advertising sales, largest ad content and page count in papers history

Publications

- Art Center College of Designs, Dot Magazine Issue 15, 2007 Project Coordinator