

CURRICULUM VITA
Marilyn K. Easter

EDUCATION

Ed.D. Curriculum and Instruction (with distinction) University of San Francisco, San Francisco, CA
Dissertation: Occupational and personal stress factors in female dentists.

M.A. Administration and Management, Denver University, Denver, CO.
M.S.W. Denver University, Denver, CO

B.A. Business and Education, University of Colorado, Boulder, CO

ACADEMIC EXPERIENCE

Full Professor Business,
College of Business, Marketing and Decisions Sciences Department, San Jose State University, San Jose, CA. Teach undergraduate and graduate marketing, ethics, and communication courses. August 2008-Present.

Associate Professor Business and Business Communication Coordinator,
College of Business, Marketing and Decisions Sciences Department, San Jose State University, San Jose, CA. Courses taught: upper-division writing and marketing courses. Served as Coordinator. August 2002 May 2008.

Lecturer and Business Communication Coordinator,

Easter, M.K., Verma, D., Conner, K., (2007). Reality Check: Using Reality TV as a tool to engage students, to promote learning, and to retain knowledge. *International Academy of Business and Economics—Review of Business and Research*. Vol. VII, Number 4, pp. 119-129.

Journal of the Academy of Business Education. 8(Spring), pp. 31-40.

-cultural differences: A framework for evaluating diversity
International Journal of Business Review Research. 5 (1), pp. 50-57.

Internet protocol (VoIP) Business & Economics - 544 page

Baruch, Y. (2009). (*Title of chapter pending*). Clark, T. Easter, M. & Clark, M. (Eds.), *Managing Careers: Theory and Practice* (pgs pending). Harrow: FT-Prentice Hall/Pearson Education.

Mary Ellen Guffey - 2008 *Business Communication: Process & Product* - Writing an Effective Complaint Letter **Marilyn Easter's** letter, shown in Figure 9.6, follows the persuasive pattern as she seeks credit for two (VoIP). Business & Economics - Sincerely, **Marilyn Easter** President Enclosure Begins with compliment; keeps tone objective, rational, and unemotional Page 250.

Orbe, M.P., Harris, T.M. (2007), Interracial Communication: Theory Into Practice Education, 321, In research on diversity training effectiveness, **Marilyn Easter** (2002) ... **Cultural Diversity** (MCD).

DISSERTATION

Easter, M. (1993) Burnout and coping: personal and occupational stress factors in female dentists in the following libraries:

University of San Francisco, Gleeson Library San Francisco()] TJE8n62fac /P A MCID 1606(Sa11)64()BT

Niles, J.S., Nelson, D., & Easter, M. (Annual Report 2002). A regional freight logistics profile to enhance system. *Mineta*

Transportation Institute.

Easter, M. & Wu, D. (2002). Collaboration on information competency to achieve business 100w goals. *San Jose State University: Books & Bytes.* Vol. 1. Issue 8. Winter 2002.

Niles, J.S., Nelson, D., & Easter, M. (Annual Report 2001-2002). Designing a Template for understanding freight movement and logistics at the metropolitan level. *Mineta Transportation Institute.*

Easter, M. (August 2002). The rise and fall of diversity training. *ERIC Resources in Education.*

Easter, M. (February 2002). Persuasively communicating your way to the top: On earning an A! *Hispanic & Latino Studies National Conference Monograph Series.* Houston. TX.

TRADE PUBLICATIONS

Easter, M. (1999, June). How to win at losing. *Today's Black Woman.* New York, NY.

Easter, M. (1997, May) Getting to know someone in a different way. *The Oakland Tribune.*

Easter, M. (1996). Learning to love from the [()] :36(c)-55(om)a(e)15(one)15()36(i)/. Tm[()] TJETBT/Fn08.,ato 100wk

REFEREED PRESENTATIONS AT PROFESSIONAL CONFERENCES

Schommer-Aikins, M. & Easter, M. (2015) "*Epistemic Contributions to Living in a World of Emerging Countries*,"
NV, February 2015.

Makani-Lim, B., Agee, A., Wu, D., & Easter, M. (2015) "Applying the Model of Information Literacy Skills Assessment in Business Education in Emerging Countries" American Society of Business and Behavioral Sciences, Annual Conference, Las Vegas, NV, February 2015.

Mehta, R., Makani, B., Easter, M. (April 2014) "*Technology Integration Into the Curriculum: Challenges, Processes and Outcomes*" Emerging Technologies for Online Learning International Symposium. Dallas, Texas, April 2014.

Makani, B., Easter, M. *Teaching Distance Education to students from Emerging Market Countries* American Society of Business and Behavioral Sciences, Annual Conference, Las Vegas, NV, February 2014.

Makani, B., Agee, A., Easter, M., Wu, Y. D., (January 2014) "*Using Rubrics for Information Literacy Skill Assessment: A Case Study for Business Education San José State University*" Hawaii International Conference on Education Honolulu, Hawaii, January 2014.

Makani, B., and Easter, M. (Feb 2013) "*A Framework for Understanding and Creating Solutions to Facilitate the Bridging of Technological Chasm in Course Instruction*" American Society of Business and Behavioral Sciences, Annual Conference, February 2013.

Schommer-Aikins, M., Easter, M. (April 2012) "*Connected Knowing for an Out-Group May Depend Upon Cultural Values*" American Educational Research Association 2012 Annual Meeting **Vancouver, British Columbia, Canada.**

Easter, M., Schommer-Aikins, M., Vitale, R. (Feb 2012) *iWin2: Developing a Culture of Professional Use of Technology in the On-Ground Classroom*, American Society of Business and Behavioral Sciences, Annual Conference, Las Vegas, NV, February 2012.

Schommer-Aikins, M, Easter, M. (April 2011) "*Ways of Knowing Malleability Across Social Contexts*" American Educational Research Association, Presented at the American Educational Research Association (national/international conference) New Orleans, LA.

Schommer-Aikins, M., Easter, M. (April 2011) "*Using Rubrics for Information Literacy Skill Assessment: A Case Study for Business Education San José State University*" Hawaii International Conference on Education Honolulu, Hawaii, January 2014.

*. International Academy of Business and Economics —
International Academy of Business and Economics, Las Vegas, NV, October, 2007.*

for the new millennium a look at technology: Gone with the old and on with the new: Step aside educators who resist change, *National Association for Equality in Higher Education Conference*. Washington, DC, April 15-18, 1999 (with Kathy Barber).

Easter,

SUBMITTED MANUSCRIPTS AND WORKS IN PROGRESS

Easter, M., Wilson, ML., Yonkers, V., (2008). Resistance to debate, cooperative learning, solving ambiguous problems and more: Possible causes and solutions among a diverse student body. *IEEE Interface* (Revise and resubmit).

UCSF Women's Health 2020 Conference: San Francisco, CA, March 1998-99-2000-01-02-03-04-05.

California Dental Association Convention: Anaheim, CA, April, 2004.

NEW ZEALAND Communication and the Association of Business Communication International Conference and the **ASIA PACIFIC** Regional Conference, Auckland, NZ, December 5-9, 2003.

Association for Business Communication Annual Convention. Albuquerque, NM, October 22-25, 2003.

International Academy of Business and Economics, Las Vegas, NV, October 19-21, 2003.

International Association of Business Communication Convention, San Diego, CA, June 8-10, 2003.

Academy of Business Education International Convention, San Francisco, CA, September 18-19, 2003.

International Association of Business Communication Convention, **TORONTO, CANADA**, June 8-10, 2003

Association for Business Communication International Convention, **TORONTO, CANADA**, April 3-5, 2003.

National Association of African American Studies, Conference, Houston, TX, February 19-21, 2003.

TESOL/Association for Business Communications Caribbean Central & South American Regional Conference. **SAN JUAN, PUERTO RICO**, November 20-24, 2002.

Association for Business Communications Convention, Cincinnati, Ohio October 22-26, 2002.

American Educational Research Association, Annual Meeting, New Orleans, LA, April 1-5, 2002.

National Association of African American Studies, Conference, Houston, TX, February 1-4, 2002.

The Academy of General Dentistry Convention: New York, New York, June, 2001.

UC Davis Distinguish Speakers Series: Davis, CA, April, 2001.

California Dental Association Convention: Anaheim, CA, April, 2001.

Technology in Education International Conference & Exposition: Sacramento, CA, March, 2001.

Expanding Your Horizons in Science and Mathematics, San Ramon, CA, March, 2001.

PROFESSIONAL AFFILIATIONS

California Faculty Association, Member (1994-present, **Faculty Rights Committee, 2008-present Chair Council for Affirmative Action**, 2006-2008, **VP, CFA, SJSU Chapter** May 2008-June 2010.)

Honorary member of Beta Gamma Sigma (February 2005-present)

KLDC

Academia

Celebrating the life and legacy of Dr. Martin Luther King, Jr. We Are The Dream! Sponsored by the African-American Special Emphasis Program Committee, January 2010.

Relevance of Ba
Future of America. February 2009.

DARE Fellows Program (Diversity Academia, Recruiting Excellence) from Stanford University, sponsored by Provost Selter and Joan Merdinger, March 2009.

*African American
Faculty Association*, February 2009.

Welcome panel for new African American students at SJSU. Hosted by the *African American Faculty Association*, August 28, 2008.

The need to diversify the professoriate, the benefits of pursuing the PhD, *California McNair Scholars Program Senior Summer Camp*, Hosted by SJSU, August 5, 2008

An Examination of the Effects of Racism and Stress on Birth Outcomes, San Jose City Hall, May 29, 2008.

The Role of Higher Education Members in the NEA Structure, *NEA-AFT Higher Education Joint Conference*, Building Alliances for Higher Education and the Public, March 28-30 2008, Washington, D.C.

The Role of Diversity and Affirmative
*African American
Faculty Association*, (continuous discussions 2006-present).

Reviewer/Referee for International journals, book publishers, and educational institutions

As a Reviewer/Referee for journals, book publishers, and educational institutions, I am assigned

decide whether these proposals meet the strenuous criteria of the specific organization. Some of the criteria include: choice of the problem; theoretical framework; methods; conclusions/interpretations; contribution to the field; and membership appeal. On a Likert Scale [or in narrative statements], proposals are given a numerical score along with a narration supporting the score. Other criteria include a comprehensive report. Once the assessments are completed, I then submit my comments and recommendations to the division chair, the editor, or the president for further evaluation.

Cal Aggie Alumni Association (CAAA) Bank of America Judge/Board

I volunteered my time to support the CAAA scholarship committee. Similar to the Alpha Al Sirat Committee I interviewed candidates, and then selected the most deserving applicant to receive the CAAA scholarship. While maintaining clear objectives during the interviewing process, I asked specific questions of each candidate assessing the content and quality of each response in terms of exemplary communication skills. After the interview process, I discussed my ideas and observations about each applicant, and then gave my recommendations to committee members. We then rated applicants according to the criteria set by the alumni committee. The finalists were later notified of the scholarship. (2001-2004)

SPECIAL TRAINING AND DEVELOPMENT

SJSU tech courses--Completed over 25 technology classes (learning how to teach online and hybrid courses). 2011-2013

Stars Training for the CoB Student Success and Scholarship Committee, March 9, 2011.

NEA Higher Education Emerging Leaders Academy Program: May 29th -June 3rd 2007 -Washington, D.C., November 1st- November 4th Chicago, Illinois, March 25th March 31st 2008 -Washington, D.C.,

C. L. Dellums African American Leadership School, University of California, Berkeley, Center for Labor Research and Education, Berkeley, CA., February 2007 May, 2008

SERVICE TO THE UNIVERSITY, THE COLLEGE OF BUSINESS (2007-2013)

Service to the University

Lucas College of Business CF Representative , 2013-

(2007-Present)

project at the upcoming *A Taste of CommUniverCity* event City Hall of S

As Coordinator

Writing in Marketing.

Business Communication Committee (2000-2004)

As former *Business Communications Coordinator* and *Chair* of the Bus Com Committee, I did the following: 1) Planned, established, developed, and implemented/conducted all 100W meetings. 2) Met with faculty individually and as needed. 3) Conducted frequent peer evaluations including peer-mentoring (to improve effective ways to teach Bus Com). 4) Invited faculty to audit my classes (demonstrated effective teaching tools and successful pedagogy). 5) Instructed new faculty on how to analyze student needs (in their classes; they learned how to identify innovative media adding excitement to the teaching and learning of business communication). August 2000 – November 2004

Department Chair Search Committee: Special Committee--Appointed by Dean David Conrath

While participating in this special committee, I assisted in the following tasks: 1) Met with committee for several months to determine the role of department chair. 2) Met with faculty and administrators from other departments interested in the marketing department and then encouraged them to attend the focus groups. 3) Conducted focus groups to identify and establish the needs of the faculty, the department, and the college. 4) Discussed the contributions that a candidate (chair) would bring to the department and the college. 5) Developed the profile of the ideal candidate (chair). 6) Acted as group leader/facilitator to explore whether an internal or external candidate would be the best fit to lead a diverse department like the marketing department. 7) Created, developed, and implemented the criteria for selecting the department chair. 8) Sent multiple electronic announcements to faculty regarding the search process and the committee's intentions/purposes etc. (2003-2004)

Research Committee (2002-2003)

Similar to the FDC, as a member of the Research Committee, I actively read, assessed, discussed, and voted on faculty proposals college-wide. While allocating CoB funds was a difficult task, it required committee members to make tough choices on which proposals received funds including justification. With limited resources and high competition, my role was to execute fairness using the prescribed committee criteria that is set by the FDC and/or Dr. Lee Jerrell, Associate Dean.

Writing Requirements Committee (WRC): In her absence, I attended an important meeting for Dr. Nancie Fimble (November 1, 2002). I learned about various as-35()36(N)83 11[m7(m)-35(7(13(i1dNJET0 g0123()36(8(a)15(

Diversity Council, College of Notre Dame, Belmont, CA, 1996-1997.

Faculty Administrative Board, Saint Mary's College, Moraga, CA, 1994-1996, (**Chair**).

Board of Trustees, University of San Francisco. San Francisco, CA, 1990-1992.

Space and Facility Committee, University of San Francisco. San Francisco, CA, 1990-1992.

Stanford University Geriatric Education Center for the Ethnogerontology and Educational Seminars, Stanford, CA. 1998, (Participant).

Stanford University Gerontology Department: Partnerships in Education (with College of Notre Dame) 1998-1999, (**Liaison**).

College of Notre Dame, Evening Degree Program, College, Belmont, CA, 1998, (**Community Outreach Coordinator**).

African Student Union, College of Notre Dame, Belmont, CA, 1996-1997, (Honorary Member).

Saint Mary's College, Moraga, CA, 1995-1996, (**Faculty Evaluator**).

Saint Mary's College, Moraga, CA, 1994-1996, (**Core Faculty**).

University of San Francisco, Graduate Student Council, San Francisco, CA, 1990-1992 (**President**).

HONORS AND AWARDS

EOP Service Award (2013)

Schommer-Aikins M., Duell K. O., Easter, M. (May 2010). *Adjusting Study Time Based on Course Difficulty: The Role of Epistemological Beliefs*, **Provost's Outstanding Scholarship of teaching and Learning Award 2010 Honorable Mention.**

ACE/Sloan Post Tenure Professional Renewal **Faculty Fellow**, April 2010.

NEA Higher Education Emerging Leaders Academy Program, Washington, D.C.: Certificate of Achievement (2008)

C.L. Dellumes African American Leadership School, Berkeley, CA., Certificate of Achievement (2008)

Referee for Unitec, New Zealand Te Whare Wânaga o Wairaka (2005). Identified as an expert in business communication, Dr. Andrew Codling, deputy president of academics at Unitec appointed me to , I

Selected as Keynote Speaker, US Department of Energy, February/March (2000).

Selected as Keynote Speaker, The North Bay Board of Realists Inc., (1999).

Credentials

- California Community College: Business and Marketing and Distribution, 1984. California. (Life)
- Teacher's Credentials: Marketing and Distribution and Adult Education, 1985. (Life)

Certificates

- United States Department of Housing and Urban Development - Washington, DC 1998. New Jersey Center for Advanced Technological Education - Edison, NJ 1998.
- President/Graduate Student Council/ The Rite Stuff GSC Publisher, University of San Francisco. San Francisco, CA. Published the monthly News Letter. June 1991 to June 1993.
- Assistant Teacher, Preschool, PUSD. Pleasanton, CA. August 1990- June 1991.