

Romi Carrell Wittman

Curriculum Vitae

(520) 730-0138 | rwittman@email.arizona.edu

Academic Appointments

University of Arizona College of Applied Science and Technology (formerly University of Arizona, South)

2019 – present Program Director, Organizational Leadership + Regional Commerce Program

2018 - 2019 Program Director, Organizational Leadership Program

2017 – present Assistant Professor, Organizational Leadership Program

2016 – 2017 Lecturer, Organizational Leadership Program

Publications & Research

Research / Invention / Licensing

- 2021 [Cyber Virtual Learning Environment \(VLE\) and CyberApolis. Co-inventor of the VLE.](#) The Cyber Virtual Learning Environment (VLE) is a hybrid cloud-based training platform designed to deliver the infrastructure necessary to allow students to conduct performance-based assessments utilizing several interactive applications and CyberApolis virtual world.
- 2016 - 2018 Co-Project Lead with B. Brown, Mentoring and Leadership Collaboratory: Undergraduate research lab.

Publications

- 2017 Wittman, R., Brown, B.A. (2017) *Online Mentoring as a Safety Net: Onboarding the leaders of tomorrow.* Accepted by the University of New Mexico Mentoring Institute.
- 2016 Wittman, R., Straight, R. (2016). *Improving Engagement: The use of the Slack app to improve engagement and learning outcomes for online students.* Accepted by the *Journal of Technology and Teacher Education (JTATE)*.

Edited Works

- 2016 - Present Editor, Organizational Leadership Distinguished Project Collection, which was established in collaboration with the UA Main Library to provide an outlet for exceptional undergraduate work.

Other Publications (Non-Academic)

- 2013-present *Tucson Lifestyle Magazine*, contributing writer
- 2011-present *BizTucson Magazine*, contributing writer
- 2011-2013 *Tucson Woman Magazine*, contributing writer
- 2010 *Northwest Explorer*, weekly business columnist
- 2010 *Tucson Sentinel Online Newspaper*, contributing writer
- 1999 - 2009 *Tucson Citizen*, weekly business technology columnist

Grants

- 2016 University of Arizona Catalyst Grant: UA South Slack trial implementation, \$2,000.
- Spring 2015 Stonewall Foundation, studio renovation project, \$32,800
- Winter 2015 Marshall Foundation, death and dying documentary and community outreach, \$60,000
- Winter 2015 Lovell Foundation, death and dying documentary and community outreach, \$100,000

Fall 2014 Lovell Foundation, funding for mental health reporter position, \$31,800

Conference Activity

Invited Presentations

- 2021 Saldana, D., Straight, R, Wittman, R., Online Learning Consortium Innovate Conference (2021, March). *Teams Work Makes the Discussion Dream Work: Microsoft Teams as an Online Learning Communications Solution.*
- 2017 Wittman, R., Brown, B.A. (2017, October). *Online Mentoring as a Safety Net: Onboarding the leaders of tomorrow.* Presented at the 10th Annual Conference of the University of New Mexico Mentoring Institute.
- 2017 Wittman, R. (2017, September). *Create Your Personal Leadership Plan.* Presented at the Pima Community College Emerging Student Leaders Summit, Tucson, Ariz.
- 2017 Wittman, R., (2017, March). *Improving Engagement: The use of the Slack app to improve engagement and learning outcomes for online student* presented at the 28th Annual Conference for the Society for Information Technology and Teacher Education, Austin, Tex.
- 2017 Wittman, R., (2017, February). *Leading to the Next Level: Resumes that Get Results* presented at the 3rd Annual National Collegiate Leadership Conference, Tucson, Ariz.

Attendance

- 2021 Online Learning Consortium Innovate (2021, March). OLC Innovate & OLC Velocity 2021: Education Reimagined
- 2020 Wittman, R. (2020, September). ASU+GSV Virtual Summit (EdTech), Remote.
- 2017 Wittman, R. (2017, October). 10th Annual Conference of the University of New Mexico Mentoring Institute, Albuquerque, New Mexico.
- 2017 Wittman, R., (2017, February). 3rd Annual National Collegiate Leadership Conference, Tucson, Ariz.

Invited Talks

- 2021 Mingle with your Major
- 2020 Invited Speaker, Arizona Online student recruitment video (August 14, 2020).
- 2020 Invited Speaker, *New Wildcat Welcome* (August 14, 2020).
- 2018 Invited Speaker, *What You Need to Know about the OL Program*, UAS Student Services (Jan. 30, 2018).
- 2017 Wittman, R., Brown, B.A. (2017, October). *Online Mentoring as a Safety Net: Onboarding the leaders of tomorrow.* Presented at the 10th Annual Conference of the University of New Mexico Mentoring Institute.
- 2017 Wittman, R. (2017, September). *Create Your Personal Leadership Plan.* Presented at the Pima Community College Emerging Student Leaders Summit, Tucson, Ariz.
- 2017 Wittman, R., (2017, March). *Improving Engagement: The use of the Slack app to improve engagement and learning outcomes for online student* presented at the 28th Annual Conference for the Society for Information Technology and Teacher Education, Austin, Tex.
- 2017 Wittman, R., (2017, February). *Leading to the Next Level: Resumes that Get Results* presented at the 3rd Annual National Collegiate Leadership Conference, Tucson, Ariz.

Teaching Experience

University of Arizona, College of Applied Science and Technology

- The Leadership Function / LDRV 302; modality: online with synchronous class meetings
- Negotiations / LDRV 303; modality: online with synchronous class meetings

- The Human Resource Function / LDRV 304; modality: online with synchronous class meetings
- Organizational Behavior / LDRV 305; modality: online with synchronous class meetings
- The Junior/Senior Mentoring Workshop / LDRV 397 A/B; modality; online with synchronous class meetings
- Developing and Maintaining Work Teams / LDRV 400; modality: online with synchronous class meetings
- Leadership in a Diverse Environment / LDRV 401; modality: online with synchronous class meetings
- The Business Function / LDRV 404; modality: online with synchronous class meetings
- Special Topics in Leadership / LDRV 496; modality: online with synchronous class meetings
- Senior Capstone / LDRV 498; modality: online with synchronous class meetings
- Business Communications / BCOM 210 / Spring 2019; modality: face-to-face (taught for the Eller College of Management)

University and Program Service

- 2021 Served as President of Faculty Forum (Fall 2021) – organized, led and followed-up with all matters related to Faculty Forum. This required multiple daily phone calls, meetings and other communications to ensure Faculty issues were addressed properly.
- 2021 Served on the Dean’s Leadership Council (Fall 2021) – served as a member of the extended leadership team, providing a voice for the faculty in CAST matters.
- 2021 Participated in *Mingle with your Major* to welcome new students to CAST. (9/8/21)
- 2021 LDRV 496: Military Leadership – I assisted Dean Gary Packard with the creation of his Spring 2022 workshop in D2L. I implemented the Organizational Leadership universal design template for his class, established the framework for assignment checklists as well as a syllabus. In addition, I served as a resource to Dean Packard as needed.
- 2021 Business at Twilight – I participated in the Sierra Vista Chamber/CAST event *Business at Twilight*, November 18, 2021. I gave a presentation on the BizSim Virtual Learning Environment and interacted with local business leaders.
- 2021 Faculty Development – I assisted the Technology Committee in educating Faculty about the many uses of Intelligent Agents in D2L. I worked one-on-one with some Faculty to set up Intelligent Agents. (Fall 2021)
- 2021 Search Committee Chair, Adjunct Faculty – led a hiring committee to fill an Organizational Leadership adjunct faculty position. Scheduled and conducted all interviews. (Spring 2021)
- 2021 Search Committee Chair, Marketing Specialist – led a hiring committee to fill CAST’s first marketing position. Scheduled and conducted all interviews. The campaign resulted in the successful hiring of two highly skilled marketing and communications professionals. (Spring 2021)
- 2021 Search Committee Member, Assistant Professor of Practice, Cyber Operations (Spring 2021)
- 2021 Marketing liaison between CAST and Main Campus – served as CAST’s marketing contact for the Main Campus Internal Global Campus Brand Transition team, the Enrollment Marketing Team and Arizona Online. This role required weekly Zoom meetings with various Main Campus marketing team members, learning two new software platforms, Trellis and LucidPress, and meeting with CAST program directors regularly on marketing matters.
- 2021 Marketing assistance – I assisted with CAST marketing functions while the marketing specialist search was underway. During my time in this role, I created a short-term marketing strategy for CAST as a

whole as well as individual program. I managed marketing material development, web site updates, and oversight of a student worker.

- 2021 Graduation volunteer – I assisted with graduation night activities on behalf of CAST.
- 2021 Preceptorship – I managed a student Preceptorship (LDRV 391). The student beta tested the HRSim and flagged areas of concern and interest. This feedback was later incorporated into the LDRV 304, The Human Resource Function, course.
- 2021 Participated in *Mingle with your Major* to welcome new students to CAST. (1/13/21)
- 2021 Student mentorship – I assisted two students with selecting and applying to graduate school programs. This involved one-on-one discussions as well as written letters of support. Both were accepted to their programs of choice, one of which was at Yale University.
- 2021 President, College of Applied Science and Technology, Faculty Forum, 2021-2022
- 2020 Working with the Cyber Operations department, created a virtual learning environment, BizSim, a fully online, individualized business simulation environment. BizSim was deployed in the classroom in Fall 2020.
- 2020 Created and obtained approval for an Organizational Leadership undergraduate certificate to be available Fall 2021
- 2020-2021 Faculty Forum president elect, College of Applied Science and Technology (CAST)
- 2020-present College of Applied Science and Technology Marketing coordination activities
- 2020-present Extensive work with the Cyber Operations program to develop a custom small business simulation for use in The Business Function course (LDRV 404)
- 2020-present Continued work for approval of an Organizational Leadership undergraduate certificate
- 2020-present Faculty Learning Community, COVID-19
- 2020 Outstanding faculty/student selection committee
- 2019 Chair, CAST Applied Science Department Head search committee
- 2018-2020 Member, Personnel Committee, College of Applied Science and Technology
- 2019 Member, Curriculum Committee, College of Applied Science and Technology
- 2019 Chair and Organizer, 5th Annual University of Arizona South Student Showcase
- 2019 Quality Matters Peer Reviewer Certification
- 2019 Member, Quality Matters Instructional Designer Association
- 2018 Wittman, R. (2018, January). Organizational Leadership as a Major presentation to UA South Student Services
- 2018 Judge, 4th Annual UAS Student Showcase, , College of Applied Science and Technology
- 2018 Outstanding Student Award Selection Committee
- 2018 Professional Development lecture, Faculty Forum: Google Apps for Education (April 2018)
- 2017 Wittman, R. (2017, August). Are You Ready for Online? Wildcat Welcome at UAS Santa Cruz.
- 2017 Wittman, R. (2017, March). Leadership Workshop: Self-Leading for Success at UAS (PCC East Campus).
- 2017 Judge, 3rd Annual UAS Student Showcase
- 2017 Outstanding Student Award Selection Committee
- 2017 Faculty mentor (lab, independent study and internship courses)
- 2016 *“Get The Job: Resumes that Get Results.”* (2016, October). UA South Tech Park, ITV to Sierra Vista.
- 2016-2017 Member, Technology Committee, UASouth
- 2016-present Member, Faculty Forum, UASouth

- 2014-present UA Senior Communicators group
- 2015 Presenter, media relations and crisis communication training, Community Advisory Board, Arizona Public Media
- 2014-present Collaborator, Organizational Leadership program Universal Rubric development

Community Involvement and Outreach

- 2004-present Founder and board member, Southern Arizona Beagle Rescue
- 2019 Ongoing lecturer for the Greater Tucson Leadership
- 2018 Invited Speaker, Leader or Manager? Sierra Vista Chamber of Commerce Leadership Sierra Vista Program, January 2018.
- 2016 Invited Speaker, Leadership in Non-Profits, Junior League workshop, Spring 2016
- 2016 Invited Speaker, Business Plans 101, Wilson K-8 School, Spring 2016
- 2012-2020 Member and Officer, Greater Tucson Leadership Governing Board of Directors

Teaching Proficiencies

Content creation across platforms, including: semi-open educational resources; synchronous, remote lectures; simulation creation; flipped classroom; Quality Matters internal Peer Reviewer.

Professional Experience

- 2020-present **Consulting and Training Services**, Tucson Electric Power
Conduct leadership and communication training workshops to Tucson Electric Power.
- 2014-2016 **Chief Marketing & Communications Officer**, Arizona Public Media (AZPM), *NPR 89.1* and *PBS 6*, an affiliate of the University of Arizona.
Served as a member of the executive leadership team, driving the organization's marketing and communication strategies. Steered all corporate messaging and branding efforts, with the goal of creating a cohesive and dynamic image across all stations to attract larger audiences. Based on organizational strategic plan goals, executed internal and external promotional/branding campaigns delivered via targeted platforms, including traditional channels (print, broadcast and web) and new media (Facebook, Instagram, Twitter, YouTube, Pinterest, etc.). Responsible for media relations, promotional campaigns in support of station programming, pledge fundraising campaign strategy and community outreach strategy. Managed an eight-person creative services staff encompassing on-air promotions, social media, graphic design, marketing and events coordination.
- 2007-2014 **Director of Marketing and Communications**, Trico Electric Cooperative, Inc.
Led the Marketing and Communications team of a \$100+ million not-for-profit electric utility, reporting directly to the CEO. Broad scope of responsibility, including: advertising and brand strategy development and execution; media relations, crisis communications and company spokesperson duties; writing and content development; management of corporate philanthropy programs; customer satisfaction and market research; community outreach initiatives including events, community service and education; website and social media development. Responsible for \$450,000 budget and three-person staff.
- 1998-2007 **Marketing & Business Development Project Lead**, Sierra Southwest Cooperative Services, Inc.

(formerly Arizona Electric Power Cooperative, Inc., an electric power cooperative)

Held several positions of increasing responsibility during a nine-year tenure, including:

Editor/Writer, internal communications; **Program Administrator** of retail consumer programs, including solar energy program; **Marketing and Business Development Project Lead** for business-to-business natural gas division.

1995-1998 **Managing Editor**, *Water Conditioning & Purification Magazine*

Managed all editorial functions for a national trade magazine focused on the water purification and bottled water industries. Duties included setting the editorial calendar, pitching stories to freelance writers, writing and editing of highly technical articles, editing and supervising the graphic design department and working with outside vendors to ensure on-time press runs. Managed a four-person staff.

Awards and Honors

2020 **Penn State College of Education, Center for the Student of Higher Education, Academic Leadership Academy**

A selective summer leadership academy designed for academic administrators and program directors. Cancelled due to Covid-19.

2019 **Outstanding Faculty Award, University of Arizona South**

An award given to the faculty member who demonstrated outstanding teaching, service and community outreach.

2016 - 2017 **Silver and Sage Leadership Institute, University of Arizona**

A year-long career development program offered by the Student Affairs Enrollment Management department for emerging divisional leaders.

2011 **Greater Tucson Leadership**

Selected as one of 35 community leaders to complete a specialized, year-long community leadership development curriculum.

1992 **UA Entrepreneurship Program**

One of 20 undergraduate students selected to complete the Eller Business School's Entrepreneurship

Education

2001 **Master of Business Administration, Eller Graduate School of Management, University of Arizona.**

Capstone project: Business plan for Internet startup focused on wireless product management.

1992 **Bachelor of Science in Business Administration, University of Arizona.**

Dual Major: Marketing, Entrepreneurship

One of 20 undergraduates and 20 MBA candidates accepted into the *McGuire Entrepreneurship Program*. Competed in a business plan competition featuring MBA students from across the U.S.