
Martha Barnes, Ed.S.

Academic Background

Ed.S. University of Alabama - Birmingham, 2007.
DPhil Touro University Worldwide, 2019.

Academic Experience

Director of Career Preparation and Instructor of Management, University of Mississippi (November, 2014 - December, 2021), University, Mississippi.

Presentation of Refereed Papers

International

Barnes, M., Sigh, S., & Groot, J. (2021). *Beyond Business As Usual: Innovative Resume Writing Strategies and Tools in Developing Competencies and Harnessing Artificial Intelligence to Overcome Bias*. Association for Business Communication, Tampa, Florida.

Barnes, M. (2020). *Resume Writing, Nudging, and Generating Impression*. Association for Business Communication, Everywhere, Virtual.

Presentation of Non-Refereed Papers

Local

Barnes, M. & Dickens, W. (2019). *Best Practices in Resume Writing*. Invited presentation at University of Mississippi - SHOW YOUR SoTL STUFF 2019, University, Mississippi.

Research Grants

Funded

2020: Barnes, M., Dickens, W., Sigh, S., McCarver, T., & Spargo, L. Open Educational Resources, Grantee, University of Mississippi - William and Flora Hewlett Foundation. Adopted an OER: *Business Communication Skills for Managers* Infused career-embedded content and integrated critical thinking skills throughout the curriculum. Linked experiential education with the curriculum through knowledge application and relevant case studies.

2020: Barnes, M. & Sigh, S., FACT Institute Grant, Grantee, University of Mississippi - FACT Institute Grant. The course integrated business acumen and principles through active learning and simulated approaches. Signature assignments included Think-Like-a-Recruiter, Ethics with the Pagano model, and Data Visualization and Representation.

Pending

2020: Barnes, M. WOW Online Grant Proposal with Academic Outreach, Grantee, University of Mississippi - Academic Outreach/Online. Proposed modification for the BUS 271 course utilizing new technology, the Animoto video-maker into the curriculum. This video tool would build upon the five best practices for teaching online and recording presentations (CCAPS Teaching Tips, 2015): Chunk It - ID Your Key Point - Illustrate - Pique Curiosity - Design Deliberatively.

Other Research Activities

Basic or Discovery Scholarship

2019: Barnes, M., & Payton, S., *University of Mississippi Career Competencies Survey*. CAREER COMPETENCIES SURVEY REPORT - 09/17/2019 Chapter One: Respondent Summary Chapter Two: Self-Reported Participated in High Impact Practices Chapter Three: Self-Reported Career Competency Infusion

Service to the University

University of Mississippi

Department Assignments

Workshop:

2021-2022: Fall Career Series (3 sessions)

College Assignments

Faculty Advisor:

2019-2020 – 2020-2021: Women in Business Student Chapter

Other Institutional Service Activities:

2019-2020 – 2020-2021: AACSB and Oral and Written Communication

University Assignments

Assurance of Learning - Institutional Service:

2019-2020 – 2020-2021: UM General Education - Oral Communication Sub-committee

Committee Chair:

2020-2021: Career Services Council

Committee Member:

2020-2021: Innovative Credentials Task Force

2020-2021: Industry Engagement Council

Facilitator:

2020-2021: Taskforce Chair - Managing the Disruption of COVID-19

Other Institutional Service Activities:

2019-2020 – 2020-2021: SACS and Career Preparation Student Learning Outcomes

2019-2020: Internship Coordinators Network

2019-2020: Part-time Job & Internship Fair

Service to the Profession

Presentation

2021: Auburn University, Auburn, Virtual. Career Chats Panel Member. Auburn University invited alumni of graduate programs to talk about careers in industry and academia, network with students, and provide valuable career advice.

Service to the Community

Other Community Service Activities

2021: Infographics created for United Way, BUS 271 students created infographics for United Way after studying data visualization in the business course. Infographics supplement promotional materials in preparation for the University's annual giving campaign and the global Giving Tuesday movement.

<https://www.givingtuesday.org/>

2021: Community Engagement Faculty Champion, Student civic engagement and voter education.

Faculty Champion recognition and certificate given.

<https://dce.olemiss.edu/recognizing-2020-21-faculty-civic-champions/>

Faculty Development

Assurance of Learning - Professional Development

2020: U of MS QEP - FACT Institute Panel - Critical Thinking presenter. 2nd Annual Faculty Approaches to Critical Thinking (FACE)

Co-presenter for the School of Business regarding the integration of CT outcomes in the Business Communication course

DS: Instructional-Related Conference

2021: Association for Business Communication. 86th Annual International Conference 2021

Virtual professionalism in a Pandemic - An exploration of non-verbal cues

I am not a Cat: Virtual (re) presentations in business communication courses

Across time zones, languages, and culture: Coaching intercultural teams through reflection

Training tutors to work in business communication centers

Teaching cross-cultural business communication for experiential approach

Employer expectations for virtual interviews

Measuring business and professional communication skills

Using grammarly: Perceptions of its effectiveness on effective writing

2021: ABC Southeast Regional Conference. **Business Communication Symposium Series**

Unconscious Bias in the Classroom

Better Understanding Unconscious Bias in Higher Education

Creating an Inclusive Business Communication Course and Classroom.

2020: Association for Business Communication. Artificial Intelligence for Business Communication & Competency Curriculum

Peer Review - Crisis Communication - Networking Strategies - Storytelling - Mid-term Evaluation - Short messaging - Problem-based learning - Old Habits in learning - Academic social media plan - ABC funding

2019: Southern Association of Colleges and Employers. Developing a Campus - Competency Development Initiative |

Institutions are shifting their campus-wide culture by intentionally mapping student learning in the curriculum and co-curriculum to competency development.

Based on four foundational and universal pillars, this session will engage attendees in exploring approaches and strategic planning for designing their own unique approach to campus-wide competency and career readiness.

DS: Research-Related Conference/Seminar

2021: ABC Southeast Regional Conference. **Asking the Right Questions: Laying a Strong Foundation for Qualitative Business Communication Research**

Qualitative Research as Entrepreneurial Venture: Asking the right research questions is about discovering opportunities to create value

Using Pilot Studies to Help Formulate Questions for Qualitative Business Communication Research

Why Are Students and Instructors So Disappointed with Peer Feedback?: Developing question-seeking pedagogy for business communication peer feedback

Other Professional Development

2021: LinkedIn Learning Course and Workshop. Course - Certificate of Completion - Critical Thinking for Better Judgment and Decision-making.

Presentation -The Workplace Learning Report Premiere. First look at the insights, trends, and actionable takeaways from the report on topics including: executive

championship, budgets, top skills including resilience and digital fluency, diversity & inclusion, internal mobility, and so much more. L&D Execs from LEGO, BT, Siemens, Visa, Shaw Industries, and Nationwide.

2020: Community Engagement Faculty Lunch and Learn. *Leadership Serv's: Excellence in Servant Leadership Program

*Voter Engagement Project

*Eastmoor Fair Housing Project led by the Low Income Housing Clinic

2020: Center for Excellence in Teaching and Learning. *An Asset-minded overview of student diversity at UM

*Implicit bias in the classroom

*Beyond Imagination: The fierce urging to reclaim the heart of education using trauma-based pedagogy

2020: School of Business Resilient Pedagogy Learning Community. Instructional Workshop

Teaching & Managing Large Sections, Creating Community Among Students, Enhancing Critical Thinking (presenter), Tech Tools Overview, and Resilient Pedagogy.

2020: SE Region ABC teaching circle. Writing peer review - Networking - Anonymous activities (such as midterm/weekly anonymous evaluations to see class dynamics) - In-person presentations - Role-playing - Peer ratings - In-class small-group activities in a classroom with physical distancing

2019: University of Mississippi - SHOW YOUR SoTL STUFF 2019. <https://cetl.wp2.olemiss.edu/wp-content/uploads/sites/83/2018/11/P4250450.jpg>

Professional Seminars / Workshops

2021: Association for Business Communication. Achieved Social Style accredited badge with model and indicators to enhance communication and collaboration among team members.

https://www.credly.com/badges/d60fa88e-04fc-4912-8fcf-66ebf37a6d9c/linked_in

2021: Lumen Learning. Lumen Circles Fellowship Program and Certificate (Summer 2021)

Belonging and Inclusive Fundamentals

Explored and applied evidence-based teaching practices to support student success.

2021: National Association of Colleges and Employers. Webinars/Workshops

Overcoming Gender Inequality: Highlighting Success Stories of Women in the Profession

Town Hall: Summer/Fall 2021 Internship Landscape

Job Search Strategies for Tapping into the Hidden Job Market and Raising Success Rates Significantly

Ethics in Coaching Roundtable

NACE Town Hall

COVID-19 CS Virtual Roundtable: Leading Through Change

2019: The Chronicle of Higher Ed - Worcester Polytechnic Institute. Webinar Series - Project-based Learning as a Vehicle for High-Impact Practices

Best preparation for the complex interdisciplinary problems of the modern world and reinvention of traditional classroom structures and teaching approaches.

2019: Mississippi Association of Colleges and Employers. Beating the Odds: Collaborative Partnerships for Student Success.

https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/gulfcoast/2019_Summer_Conference_Schedule_CM_6fa0a36d-04ab-44ae-a77c-4699622

2019: Institute of Internal Audit - Pro and Student Development Day. An Auditor's Guide to Critical Thinking - Is the Reputation You Have the One You Want? - Not Your Father's Audit

Other Activities

2019 - Career Preparation Career Guide : Created a Career Guide for business students with 4 themes:

1. Explore
2. Learn
3. Focus
4. Action

Published in print, coupled with a new addition to the upcoming launch of the web update.

2019 - Career Vision Survey : Survey sent to the business students regarding their current career pathway, dream jobs, preferred industries, desired benefits, and top locations for their future jobs.

2019 - Open for Business Welcome Fair : Resource Fair for Ole Miss students to introduce the activities, services, programs, and students organizations that the School of Business offers. Food is served and promotionals are given to participants.

2019 - Career Competency Wheel & Definitions : Career competency wheel and working draft definitions of the competencies developed for the University's Career Council:

Critical Thinking/Problem-solving - Ethical Decision-making - Oral/Written Communications - Quantitative Reasoning - Teamwork/Collaboration - Digital Technology - Professionalism/Work Ethic - Career Management - Global/Intercultural Fluency - Innovation & Creativity - Community Engagement

Memberships

National Association of Colleges and Employers, 6

Association for Business Communication, 1

Certifications

Board Certified Coach, 2011, Greensboro, NC 27403-3660.