

## Mindy Welch, D.B.A., P.M.P.

### EDUCATION

*Walden University, Minneapolis, Minnesota*

**Doctorate of Business Administration, Marketing** **2012**

Dissertation: "Exploring the Impact of Communication Technologies on Business Air Travel"

*University of Mary Hardin-Baylor, Belton, Texas*

**MBA, Management** **2009**

*University of Mary Hardin-Baylor, Belton, Texas*

**BA, Political Science** **2003**

### TEACHING EXPERIENCE

**Associate Professor, University of Mary Hardin-Baylor** **2010-present**

- Currently teaching Marketing and Management classes within the McLane College of Business
- Implemented project-based learning in the curriculum for 90% of classes taught
- Faculty Sponsor for the student chapter of the American Marketing Association
- Maintains a high record of accomplishments of partnering with local business for the AMA – including obtaining sponsorship donations
- Recently secured a sponsorship with a national company for a sales competition and the company will continue this sponsorship with my leadership
- Have helped to grow the marketing program over 300% since being hired
- Maintains high scores on teaching evaluations, which means being in the top six of the McLane College of Business for teaching effectiveness
- Creates positive changes through University Committee work; including, Search Engine Optimization strategies for the University, recruitment and retention initiatives, and training of various student groups
- Maintained a reputation as an expert within the media to be interviewed on stories pertaining to social media within the national and local community

### ONLINE TEACHING EXPERIENCE

- Currently teaching online and hybrid courses for the University of Mary Hardin-Baylor and Abilene Christian University Graduate School
- Currently teaching online courses for Texas A&M – Central Texas in the marketing and management department.
- Completed training for online teaching and facilitation
- Currently appointed as the training and implementation of online learning within the McLane College of Business
- Proficient in Blackboard and Canvas Infrastructure LMS
- Have developed courses for online learning with the assistance of the instructional development team at both UMHB and ACU
- Worked on the development and launch of a competency-based education program through UMHB called "MyWay"
- Currently teaching in the "MyWay" program to help mentor and educate students

## **PROJECT MANAGEMENT EXPERIENCE**

- Teaching Project Management according to the principles of the Project Management Institute
- Manage six projects community-based projects per year for the goal of student experience
- Maintained positive client relationships and obtains referrals for project requests

## **PUBLICATIONS**

A Response to “Storytelling, the Bible, and Marketing: An Ancient Framework for Modern Practice” by Dr. Keith Quesenberry, *Journal of Biblical Integration in Business*, 2020

Exploring the Impact of Communication Technologies on Business Air Travel. *Journal of Culture, Communication and Conflict*, Spring 2014

## **CONFERENCES and PROCEEDINGS**

A critical look at the gap between AACSB curriculum and job market needs, Mindy Welch, University of Mary Hardin-Baylor, Marketing Educator’s Conference, 2019

Marketing and Faith: is there a case for discrimination?  
Mindy Welch, University of Mary Hardin-Baylor, Marketing Educator's Conference 2018

Competency-Based Marketing  
Chrisann Merriman, University of Mary Hardin-Baylor, Mindy Welch, University of Mary Hardin-Baylor, Marketing Educator's Conference 2017

Student Evaluation Incentives: Create Bias or Not  
Mindy Welch, University of Mary Hardin-Baylor, Chrisann Merriman, University of Mary Hardin-Baylor, Marketing Educator's Conference 2017

Using Open Source Resources in the Marketing Curriculum  
Chrisann Merriman, University of Mary Hardin-Baylor, Mindy Welch, University of Mary Hardin-Baylor, Marketing Educator's Conference 2016

Marketing Information Systems... A Class or Where to Embed the Technology.  
Mindy Welch, University of Mary Hardin-Baylor, Chrisann Merriman, University of Mary Hardin-Baylor, Marketing Educator's Conference 2015

Client feedback in service-learning projects in higher education  
Chrisann Merriman, University of Mary Hardin-Baylor, Mindy Welch, University of Mary Hardin-Baylor, Marketing Educator's Conference 2015

Exploring Twitter or Facebook for a Measure of Assessment versus Student Perception  
Mindy Welch, University of Mary Hardin-Baylor, Chrisann Merriman, University of Mary Hardin-Baylor, Marketing Educator's Conference 2014

Facebook groups incorporated into the curriculum and how it enhances assessment of learning outcomes  
Mindy Welch, University of Mary Hardin-Baylor, Chrisann Merriman, University of Mary Hardin-Baylor, American Marketing Association International Collegiate Conference 2014

Workshop: The 6Ws of Implementing Experiential Learning within your Marketing Courses  
Mindy Welch, DBA, Assistant Professor of Marketing & Chrisann Merriman, PhD, Associate Professor of Marketing University of Mary Hardin-Baylor, Marketing Educator's Conference, 2013

Special Session: Pedagogical Lessons of Teaching and Implementing Social Media in Marketing Education.  
Mindy Welch, DBA, Assistant Professor of Marketing & Chrisann Merriman, PhD, Associate Professor of Marketing University of Mary Hardin-Baylor, Marketing Educator's Conference, 2013

## **APPOINTMENTS**

President, Marketing Educators' Association

Editorial Review Board, Journal of Social Media in Society

Co-chair, University of Mary Hardin-Baylor Educational Technology Committee

## **ADDITIONAL SPEAKING**

Technology and Cheating, UMHB faculty, Spring 2019

Case Study Teaching: a method for success, UMHB College of Business Faculty, Fall 2018

Using Social Media in the Classroom, UMHB Faculty, 2017

Experiential Learning and the use of outside clients, UMHB College of Business Faculty, 2015

Miss UMHB Devotional, 2014

Cru Leadership Presentation, 2014, 2015, 2016

Cru Leaders EQ Training, 2014

Christian Academic Student Leadership, 2014

Guest Speaker, Gamma Beta Phi, 2013

Harvard Case Study Method, Recap, UMHB College of Business Faculty, 2012

IPads and Higher Education, UMHB College of Business Faculty, 2011

## **AWARDS**

- Top Reviewer, 2019, Editorial Review Board, Journal of Social Media in Society
- Teaching Excellence Award – University of Mary Hardin-Baylor, 2018 – Given to one faculty member per year
- Faculty of the Month, Student Government Association – UMHB, January 2013, January 2015
- Advisor of the Year, UMHB Student Organizations, April 2014
- Allied Academies Distinguished Research Award, Allied Academies, Inc., October 2013
- Various Silver and Bronze Addy Awards for art direction, advertising, radio script writing and creative execution in advertising, 2004-2007

## **CERTIFICATIONS**

Project Management Professional, Project Management Institute

## **PROFESSIONAL EXPERIENCE**

**Scott & White Healthcare** – 2003 – 2010 – Creative and Interactive Services Manager

- Manage creative services for a large healthcare institution, which employs over 7,000 staff members
- Actively involved in internal communications projects and internal branding initiatives
- Management in a marketing department that is responsible for a budget of roughly eight million dollars to be used in media buying, creative production, and collateral expenses
- Brand management over the institution, based on market research, to create consistency of the brand messages and look of the organization – internal and external communications
- Implementation of Social Media Strategy for overall brand
- Managed print and advertising agency vendors in efficient manner, and always looks out for the best of the institution
- Involved with television and radio production for campaigns in new markets
- Used research and trends to guide strategy in planning for media placement, including using non-traditional resources

- Project management facilitated that was expansive and meets deadlines, yet was flexible to get the best product that is right for the client/market
- Published, created and implemented graphic standards for the institution
- Art and Photo direction for award winning photography and advertising
- Organized production schedules for television and photography shoots, including selection of talent for on-screen, voice and print

**Capital Media Group** – 2007 - Freelance

- Designed newsletters and collateral for clients in the advertising agency setting

**Children’s Advocacy Center** – Central Texas - Freelance

- Designed new logo and signage when they merged with two other partners
- Assisted with their fund-raising campaign

**BestPutt** – 2006 - Freelance

- Designed logo for new launch product and assisted in strategy for grassroots marketing

**American Heart Association** – 2005-2006 - Freelance

- Created themes and logos for the Williamson County Heart Gala
- Managed the print and production of invitations, advertisements and signs
- Worked with sponsors on ad creation and production for program advertising

**Professional Organizations:**

2012 – Present –Current immediate past President – Marketing Education Association

2012 – Present – Member American Marketing Association

2004 – Present – Member of Project Management Institute