

ELISA L. SHAFFER

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EDUCATION

Old Dominion University

Anticipated: December 2024

Ph.D. Student, Instructional Design and Technology

Kansas State University, Manhattan, KS

December 2011

Master of Science, School Counseling

Colorado State University, Fort Collins, CO

December 2004

Bachelor of Science, Business Administration - Concentration in Organizational Management

INSTRUCTIONAL DESIGN AND MARKETING EXPERIENCE

NACADA: The Global Community of Academic Advising, Manhattan, KS

Program Manager, NACADA Center for Research at Kansas State University

July 2019 – Present

- Managing editor for the quarterly newsletter *Research Quarterly*; copy edit articles, write quarterly column, coordinate with all authors including the Director of the Research Center
- Organize annual three (3) day virtual Research Institute in coordination with the Research Center's director; work with faculty to design and implement sessions, communicate with all participants before, during, and after the event, assist with technology needs for both faculty and participant
- Coordinate volunteer writing groups for members to promote scholarly writing and inquiry in the profession of academic advising

Program Manager, NACADA Executive Office

January 2012 - Present

- Aided in the development of the eTutorial program which are 3.5-week online professional development courses for academic advisors and higher education administration
- Coordinate the complete eTutorial program; including curriculum mapping for future eTutorial development, revision of eTutorials, creation and implementation of eTutorial yearly plan, recruit, develop and maintain a rotating faculty of over 20 higher education professionals, conduct monthly evaluations and yearly assessments on each eTutorial
- Serve as an instructional designer to subject matter experts (SMEs) in the creation of new eTutorials, a new association wide leadership training, and an association-wide training on race, equity, and inclusion; utilizing instructional design theories and practices including ADDIE, Dick and Carey, iterative design, rapid-prototyping, etc.
- Serve as liaison to various association committees and advisory boards; assist in the development and pursuit of unit goals, serve of unit subcommittees, and other duties as needed by unit chairs
- Served as the liaison to one of three major divisions within NACADA; coordinated with over 44 volunteer leaders, aided in training, assisted in the development and pursuit of their unit goals
- Provide the highest level of customer service possible to engage members and promote an inclusive and diverse association
- Supervise and mentor graduate and undergraduate students in the performance of their duties
- Contribute to various teams and committees within Executive Office including hiring committees

Graduate Research Assistant

August 2009 – December 2011

- Assisted with *NACADA Journal* production; copy edited book reviews, daily corresponded with publishers, reviewers, and administration, procure reviewer copies of field-related new publications, ensure accuracy of association listing, mail review materials to members

- Designed marketing materials; quarterly created and updated an all-member newsletter's advertisements; designed original artwork for webinar series; edited monograph covers, consulted on cost efficient alternatives for printing
- Completed research and data collection for National Survey of Academic Advising narrowing 11,000-member list to 2,400 targeted respondents; cleaned up data set, worked closely with university faculty and staff to create charts of survey results for upcoming monograph

Lighthouse Design + Marketing, Manhattan, KS & Stillwater, OK January 2009 – December 2020

Bookkeeping & Graphic Designer Freelance Consultant

- Successfully updated and maintained accounting journals, while addressing accounting needs such as accounts payable, accounts receivable, and other bookkeeping items for clients, with multimillion dollar budgets.
- Conducted monthly payroll of \$40,000+ for a staff of 8; create 1099s and W-2s
- Responsible for coordinating and training multiple teams of volunteers
- Designed original artwork for multiple booklets, flyers, business cards, and invitation cards
- Redesigned and maintained website for multiple clients

Big Poppi Bicycle Co., Manhattan, KS February 2009 – September 2009

Graphic Designer & Administrative Assistant

- Responsible for creation, production, and implementation of marketing through multiple mediums, including; newspaper advertisements, postcard mailers, and website development
- Daily addressed small-business accounting needs such as accounts payable, accounts receivable, and other bookkeeping items
- Input inventory data into computer programs for maintaining organized records and archives; resolved inventory discrepancies with suppliers and internal staff
- Solved administrative problems by coordinating preparation of reports, analyzing data, and identifying solutions

OTHER PROFESSIONAL EXPERIENCE

Starbucks Coffee Company, Manhattan, KS & Denver, CO November 2007 – May 2009

Shift Supervisor & Barista

- Directed barista tasks during shift; workstation assignments, employee breaks, and shift rotations
- Responsible for management of approximately \$18,000 daily; daily deposits of on-site cash overflow, distribution of monetary resources within each shift
- Supervised the training of approximately new baristas through specialized training program and on-the-spot training opportunities
- Developed a new inventory management system that was successfully implemented

INVESCO Investments, previously AIM Investments, Denver, CO

Mentor

August 2006 – June 2007

- Supervised one-on-one training of 10 client service representatives per training cycle
- Monitored 10 calls weekly per trainee and provided direct constructive feedback to trainees
- Organized a variety of activities and functions to build rapport and strengthen team dynamic
- Developed job aid devices to facilitate the training process, including flashcards, worksheets, and problem-solving strategies

Client Services Senior Representative

June 2005 – June 2007

- Communicated directly with shareholders; performing tasks such as share exchanges, redemptions, purchases, account maintenance, and answering specific fund and account related questions
- Received Series 6 Licensure

SKILLS, HONORS, & ASSOCIATIONS

Computer Skills: Microsoft Office Suite; Adobe Photoshop, Acrobat DC, & Premier Pro; Canvas LMS; Protech CMS; Intuit QuickBooks Pro

Honors: Association for Educational Communication and Technology (AECT) 2021 Presidential Special Service Awards; Third Degree Black Belt, American Taekwondo Association

Member: Association for Educational Communication and Technology, AECT (2020 – present); American Educational Research Association (2021 – present)

SERVICE

AECT Graduate Student Assembly 2022 – Present

- Division of Distance Learning Representative, Incoming

AECT Microlearning Initiative Team (MLIT) 2020 – Present

- Produce microlearning videos in coordination with subject matter experts, based on research and a microlearning framework developed by the MLIT
- Assist in research and development of resources for use in the creation of microlearning products

Mentor Resident Assistant and Resident Assistant, Colorado State University 2001 – 2003

- Assisted in campus wide training of all resident assistants (RAs); coordinated training and management of one residence hall's RAs in conjunction with the Residence Hall Coordinator
- Managed a university residence hall floor of 35+ ethnically diverse undergraduate students
- Run monthly floor meetings and conduct frequent room drop-ins to discuss events, developments, and concerns to ensure that students are kept up to date on all pertinent information
- Enforce University and Residence Life rules and regulations resulting in a safe, orderly, and pleasant living environment

PUBLICATIONS

Bal, I. A., Duha, M. S. U., Arslan, O., Collier, J., Marcelle, P., Albertorio, F. A., Bernhardt, J., Swanson, M., Michela, E., **Shaffer, E.**, Dolowitz, A., Dash, M., Pangburn, S., Connell, M. (2022). *Beyond chunking: A mixed-methods study on novice use of a checklist in the design of microlearning products* [Manuscript in preparation].

PRESENTATIONS

Glaser, N., AlZoubi, D., Earnshaw, Y., **Shaffer, E. L.**, & Yang, M. (2022 July 14). Formative Design and Development of a Three Dimensional Collaborative Virtual Learning Environment through Learning Experience Design Methods. 2022 AECT Summer Research Symposium, Bloomington, IL, United States.

Alvarado-Albertorio, F., Arslan, O., Bal, I. A., Duha, M. S. U., Michela, E., **Shaffer, E. L.**, Collier, J., Connell, M., Dolowitz, A., Marcelle, P., & Sankaranarayanan, R. (2021 Nov 4). GSA microlearning initiative team framework discussion and 2021 resource debut. [Innovate! Session]. AECT21 International Convention, Chicago, IL, United States.

Bal, I. A., Alvarado-Albertorio, F., Arslan, O., Collier, J., Connell, M., Duha, M. S. U., Marcelle, P., Michela, E., **Shaffer, E. L.**, Dolowitz, A., & Sankaranarayanan, R. (2021 Nov 5). Do you want to build microlearning? Design with a microlearning team! [Innovate! Session]. AECT21 International Convention, Chicago, IL, United States.

Bal, I. A., Duha, M. S. U., Alvarado-Albertorio, F., Arslan, O., Collier, J., Connell, M., Marcelle, P., Michela, E., **Shaffer, E. L.**, Dolowitz, A., & Sankaranarayanan, R. (2021 Nov 4). Testing 1, 2, 3: Creating a checklist for designing microlearning video resources through DBR. [Panel Session]. AECT21 International Convention, Chicago, IL, United States.

- Shaffer, E. L.**, Alvarado-Albertorio, F., Arslan, O., Bal, I. A., Connell, M., Duha, M. S. U., Michela, E., Collier, J., Dolowitz, A., Marcelle, P., & Sankaranarayanan, R. (2021 Nov 5). A micro-team with a macro-idea: Designing videos in a virtual space. [Panel Session]. AECT21 International Convention, Chicago, IL, United States.
- Troxel, W. G., **Shaffer, E. L.**, Gregerson, K., Larson, K., Gertken, N., & Lockey, F. (2021 Oct 8). Composing our profession: Successes and lessons learned from a NACADA writing group. [Concurrent Conference Session]. 2021 NACADA Annual Conference, Cincinnati, Ohio, United States.
- Huber, J.A. & **Shaffer, E.** (2013). Constructing an academic advising handbook/website. [Concurrent Session]. 2013 NACADA Summer Institute, Phoenix, AZ, United States.