

Craig L. Engstrom, PH.D., CPTD

Director of Undergraduate Studies, & Associate Professor, Saluki Success Program Advisor
Southern Illinois University Carbondale, School of Communication Studies
(618) 203.1997 | craig.engstrom@siu.edu | www.craige.info
[linkedin.com/in/craigengstrom](https://www.linkedin.com/in/craigengstrom) | [youtube.com/craigengstrom](https://www.youtube.com/craigengstrom) | twitter.com/_craigengstrom

PROFILE SUMMARY

Certified instructional designer, communication trainer, and associate professor of business communication with 18+ years of experience using universal design principles, problem-based learning, gameful pedagogy, and competency-based assessment in online, hybrid, and face-to-face modalities. Currently supervise six direct and 35 indirect reports as the Director of Undergraduate Studies and Internships for the School of Communication Studies (CMST), the Course Advisor for Saluki Success Program (Office of the Provost), and recruitment/marketing strategist for CMST. Oversee curriculum development, assessment, and learning pathways for 40+ core curriculum and degree courses, including the first-year experience (UNIV 101), online public speaking course (CMST 101), online CMST minor, and professional communicator credential at SIUC. Led recruitment and retention strategy efforts that resulted in securing a \$400K alumni donation to support undergraduate student development, 31% increase in new majors, 3x increase in first-year students in 2021, and six 2+2 articulation agreements with Illinois colleges in < 1 year.

Distinct technical & professional expertise: OSCQR, QCTIP, QM Rubric, ADDIE, EAB Navigate, MS Teams, HubSpot, Slate, Desire2Learn/D2L/Brightspace, Blackboard, Canvas, Moodle, Camtasia, Filmora X, PlayPosit, Excel, PowerPoint, Power BI, OneNote, SharePoint, Adobe Articulate 360, Flipgrid, SCORM, xAPI

EDUCATION

Doctor of Philosophy, Southern Illinois University Carbondale | 2010

Concentrations: Organizational & Business Communication, Communication Pedagogy & Training

Master of Arts, Southern Illinois University Carbondale | 2006

Concentration: Culture and Communication

Bachelor of Business Administration (BBA), Summa cum laude, Colorado Mesa University | 2000

Concentration: Organizational behavior and economics

CERTIFICATIONS & RECENT CONTINUING EDUCATION

Certified Microsoft Educator, 2021 – Current | Completing required practicum hours for Master level

Master Online Leader and Administrator Certificate, U of I Springfield, 2020

youracclaim.com/badges/50342e31-6192-4569-b9c7-8f16c1074a82

Certified Professional in Talent Development, Association for Talent Development, 2020

youracclaim.com/badges/6534dd64-8868-42c3-b5fb-9436190ea809

Advanced Online Teaching Certificate Program, Online Learning Consortium, 2019

credly.com/credit/20955648

PROFESSIONAL EXPERIENCE

Director of The Center for Teaching Excellence | July 2022–Current

Southern Illinois University Carbondale

- Responsible for team of 16 direct reports (professional staff, graduate assistants, and office staff/student workers) and a ~\$1.1 million annual budget
- Coordinates partnership agreement between SIU Conferencing and Scheduling Services & Events to develop new funding streams
- Maintains collaborative relationships with multiple campus units, including College academic programs, SIU Global, Disability Support Services, etc.
- Led effort to design, fund, and open an updated green/room studio for multi-camera recording and livestream activities for faculty (cost: \$40K)
- Led efforts to build systems and processes for recurring data collection related to tech utilization across campus, resulting in
- Revitalized training efforts through a series of micro-sessions, workshops, focus groups, and SME-led sessions, which increased attendance at training sessions by 220% year-to-date
- On track to generate at least \$10K in new revenue streams for CTE through donors and services
- Working directly with CIO and Director of Global Campus to develop more streamlined (efficient and effective) operational practices

Course Advisor & Coordinator, Saluki Success Program | Spring 2019–Current

Southern Illinois University Carbondale, Office of the Provost

- Fully responsible for administrative coordination (schedule, faculty recruitment, assessment) of UNIV 101; assist with UNIV 103, UNIV 301 curricula
- Work directly with the SIU Provost to administer the administrative and curricular components, including assessment, of the first-year experience course for all first-year Salukis (~1400 per year)
- Responsible for coordinating curriculum through the semester, ensuring that 50+ sections of the course remain engaging and on schedule; collect reports and assess learning objectives
- Plan multi-party guest visits and co-curricular activities with Advising, Student Health Services, First Saluki Center, Residential Learning, and Center for International Education
- Facilitate weekly meetings; conduct after-action reviews to obtain qualitative feedback for short- and long-term improvements of courses, solicit instructor and learner input to improve learning outcomes
- Chaired hiring committee (2019 & 2022); onboarded, trained, and supervised 12 NTT during launch year, and ~30 tenured, tenure-track, and NTT instructors each academic year
- Designed master shell for learning management system (D2L) that is deployed across ~60 sections of course per term; use continuous improvement process to improve and automate course YoY
- Revised first-year experience curriculum to focus on professional and career development; revised learning objectives, curated content, and wrote/revised workbook content
- Solicit feedback from all stakeholders annually; improve course YoY with a high satisfaction and improvement among instructors and student services staff
- Built SharePoint and OneNote system to streamline communication among instructors, recruitment, and retention coordinators, teaching assistants, and directors of university units

Director of Undergraduate Studies & Internships | Spring 2018 – August 2022***Southern Illinois University Carbondale, School of Communication Studies***

- Serve on strategic committees: Undergraduate (Chair, 2017–Current), Personnel, Steering, Planning & Development, EAB Navigate Early Warning Committee, First Year Experience Committee
- Spearheaded curricular reorganization, innovation of undergraduate curriculum, and Advising partnerships: developed core curriculum, streamlines specializations, increased class enrollment sizes, decreased administrative intensity, expanded student choice, and improved degree completion time
- Oversaw COVID-19 transitions, including oversight of conversion of all CMST 101 courses to an online format (scaled/converted the OSCQR-reviewed course for deployment across 100+ sections)
- Led effort to secure a mega-donation of \$400K to support undergraduate program development
- Led initiatives that delivered over \$80,000 in scholarship money to CMST students, \$6,000 from new donors in 2019-21 (a 1,533% increase over historical averages)
- Assisted in arranging six articulation 2+2 agreements with Illinois community colleges in < 1 year
- Developed and administered turnaround recruitment strategy that led to 210% YoY increase in students declaring major or minor; including a 330% increase in first-year students in 2020/21, 31% increase in new majors in 2018, 63% increase in new first-year students in 2019
- Conducted focus group and survey research to develop learner/marketing personas of students choosing CMST major; led to improved recruitment/retention advertising and marketing communication
- Initiated “Project Recruit 3%” that uses an inbound marketing strategy to increase conversion of students in lower-level courses into majors; 2022 launched strategy to focus on transfer student recruitment
- Developed strategic marketing plan for CMST social media; in 2018-21, assisted 40+ students through HubSpot training and certification (8+ graduates placed in jobs to date due to program)
- Oversee social media strategy for academic unit; manage two content creators; snapshot of YoY analytics (2019/20): Instagram: +793.5% increase in content interactions, +14.3% growth in followers; Facebook: 1,614% increase in post engagement; 467% increase in followers; 80% YoY average growth rate
- Administer internship program; actively engaged in creating new partnerships with area organizations, prepare MoUs, monitor and evaluate internship quality, assess program
- Developed and launched the Professional Communicator Credential, a badging program designed to drive enrollment into courses and elevate CMST program on LinkedIn
- Oversaw strategy, managed a team of 6 reports, raised sponsorship, and coordinated all activated needed to develop, launch, and deliver BrandU, a one-day professional development event that has featured NYT best-selling authors, award-winning trainers, and early career professionals; delivered over 10 sessions with ~600 unique attendees, ~650 hours of watch hours per year
- Reviewed 10-year history of course enrollment data to develop a predictable 4-year course sequence for the program, crafted user-friendly degree audits
- Led effort to create a predictable curriculum, which has streamlined advising efforts, improved learning pathways, and increased student satisfaction with the program by 23%
- Oversee a significant number of recruitment efforts, including social media and letter-writing campaigns, calling campaigns, high school visits, on-campus visits, CMST’s website redesign; started Gaymer Lounge at Saluki Con (600+ attendees over two yrs.)

- Oversee retention efforts, which includes using EAB Navigate to track “murky middle” students in need of additional support services; intervene by referring students to key services; increased student retention by ~22% YoY; on track for 9% increase in 2022
- Implemented a new faculty pre-advising option for students; planned and delivered first-ever academic and social recognition events for undergraduates
- Started Communication Career Council (C3); organization focuses on co-curricular skills development, retention, and recruitment efforts: www.siu/cmst.org
- Revised online CMST 101 course (Oral Communication) and used continuous improvement processes to enhance learners’ experiences, improve LOs, increase student engagement, decrease course dropouts
- Over two years, developed three online courses toward a five-course online minor in CMST and assisted other faculty in converting to online courses (pre-pandemic); launched online CMST minor in 2021
- Organized multiple recruiting events, including the CMST Day in Morris Library (2018-19, 2021); regularly attend Open Houses, SIU Day, and other activities to recruit students

Associate Professor | 2019–Current

Assistant Professor | 2015–2019

Southern Illinois University, Dept. of Communication Studies

Courses taught: Business & Professional Communication, Dynamics of Organizational Communication, Social Media (Developed), Case Studies in Organizational Communication, Leadership Communication (Developed), Public Speaking Online/DE (Developed), Communication & Conflict, Communication Theory

Select Activities & Accomplishments

- Aggregate course evaluation score of 4.6/5.0 (2015–present)
- Supervise professional HubSpot certifications of ~10 students per semester
- College of Liberal Arts Outstanding Teacher Award, 2018
- Dept. of Communication Studies Outstanding Teacher of Year Award, 2017
- Produced and currently manage online version of CMST 101: Oral Communication (revenue-generating), responsible for training and coaching between 2 and 6 GTAs/faculty per semester
- Restructured CMST 280: Business Communication into a hybrid course, saving 1 FTE per semester (teach the same number of sections with two rather than three instructors); revenue-generating

Assistant Professor | 2011–2015

Elmhurst University (formerly Elmhurst College), Dept. of Communication Arts & Sciences

Courses taught: Organizational Communication I & II, Case Studies in Organizational Communication, Business and Professional Communication, Digital Business Communication, Training and Development, Senior Capstone, Intercultural Communication, Intercultural/International Films

Select Activities & Accomplishments:

- Reorganized organizational communication specialization; added intro-level organizational communication course that increased CAS’s exposure to non-majors
- Received two internal Center for Scholarship and Teaching grants
- Developed and launched the C! Team (department social media team), an officially recognized student organization

- Collaborated with a colleague in the Department of Marketing to create a bi-disciplinary course for the Elmhurst College Integrated Curriculum. The course “Exploring Conscious Capitalism through Documentary Film Analysis” still seats 40+ students per year (25% above avg. for college)

Assistant Professor (1-year appointment) | 2010–2011

University of Montana, Dept. of Communication Studies

Courses Taught: Entrepreneurship and Communication, Practical Issues in Organizational Communication, Communication and Conflict, Persuasive Speaking and Criticism, Small Group Communication, Introduction to Organizational Communication

Instructor | 2005–2007; 2009–2010

***Southern Illinois University Carbondale, Dept. of Management* | Spring 2010**

Course taught: Organizational Structures and Design; supervised by Dr. William McKinley

***Southern Illinois University Carbondale, Dept. of Speech Comm.* | 2005–2007; 2009**

Courses taught: Business & Professional Communication; Introduction to Oral Communication; Public Speaking

Editorial Assistant, *Human Studies* | 2007–2009

Springer Netherlands (Philosophy); Southern Illinois University Carbondale

- Proofed and edited pre-typeset and typeset manuscripts, general administrative tasks.

Faculty Advisor | Summers 2004–2006

International Scholar Laureate Program, Business Delegation (China and Tibet)

- Fully responsible for the coordination and movement of undergraduate delegates through four major cities (Xi’an, Beijing, Shanghai, and Lhasa), curriculum and group facilitations, coordination with local guides, and other administrative tasks.

Global Young Leaders Conference (U.S. and Europe)

- Adapted and delivered lesson plans on current global affairs, international economics, and UN policy for 100+ delegates from over 80 countries.

U.S. Peace Corps Volunteer – Economic Development Program | 2001–2003

Kazakhstan, Economic Development Program

- Taught over 1000 hours of business and English to pupils in grades 7–11 at a lyceum in Ridder, Kazakhstan. (Provided instruction in both English and Russian.)
- Established a Junior Achievement regional center in Ridder, Kazakhstan. Trained local teachers to operate the center. Received \$14K grant from Exxon for summer debate camp.
- Provided consulting services and grant writing support for “Nyezabudka,” a women’s help center in Ridder, Kazakhstan.
- Assisted with grants; planned a seminar on project management and grant writing for local NGOs with USAID and Counterpart Consortium consulting firm located in Ust-Kamenogorsk, Kazakhstan.

RESEARCH & CREATIVE ACTIVITY

Current Projects

- Warne, Robin; Weber, Jennifer; Engstrom, Craig; Henson, Harvey. 2023. DVL-STEM: Data Visualization Literacies in STEM. NSF: \$291,415
- Invited to present May 2023 D2L Insights Conference: *Beyond Big Data: How Bite-Sized Data Can Sweeten Recruitment and Retention Strategies*: Data is important to decision-making, and "big data" is a business buzzword that intimidates many administrators, faculty, and staff. Tools like D2L's insights Reports Builder help end-users to take king-sized data and put them into bite-sized details that are easier to consume—just enough to satisfy your hunger for good information without feeling stuffed by the information. In this presentation, learn how SIUC's Center for Teaching Excellence is achieving positive recruitment and retention strategies with descriptive data that doesn't require a data scientist to interpret.
- Crafting Business Communication Competence through Real World Cases (an OER Book; ~33% complete)
- Casing Communication Pedagogy: Communication Students' Impressions of Learning through Case Studies (article; submitted to 2022 CSCA conference, rejected; revising)
- "In search of civil service: An á la carte approach to training university dining staff in conflict reduction tactics." *Journal of Applied Communication* – Revised and resubmitted 2018, withdrew 2019; submitted in Dec 2021 – SAGE Open, awaiting decision
- "Writing a strategic plan: A problem-based learning project for business communication courses." Submitted to *Sage Open*, Revise and resubmit, Aug 2020; withdrew
- "Using Coaching Apps and LRSs to improve public speaking" (SIU Foundation grant), literature review completed, submitting Human Subject in December 2019; completed 2021; manuscript under review
- Résumé documents (A/B test of rhetorical devices) – Research collected

Grants Applied for But Not Funded

- **2017: National Endowment for the Humanities, \$32,000.** Planning a Cross-Disciplinary Minor in Environmental Rhetoric. Co-authors: Jonathan Gray, Ph.D. & Leslie Duram, Ph.D.
- **2015: National Science Foundation, \$235,000.** The Role of Organizational Persuasion in Sustaining Institutional Legitimacy in Situations of Depletion. Co-author: Jessica Crowe, Ph.D.
- **2014:** Canvas/Instructure EdTech Grant. Submitted proposal for \$10,000 to build Tumblr API for Learning Management Systems. (Category: New models of content sharing.)

Grants Authored and Received

- **2018: "Using LRSs and digital badges: Do these increase student engagement and learning outcomes?"** *SIU Foundation Grant*, \$8,900 to conduct research into the use of Learning Record Stores.
- **2014: "Microblogging as viable pedagogy: Using Tumblr and Twitter in the classroom,"** *Elmhurst College Center for Scholarship and Teaching Faculty-Student Collaborative Research Grant*. \$6,000 to conduct summer research with undergraduate student.
- **2008: "Enhancing ethnography through technologies."** *Graduate Technology Grant, SIUC Graduate School*. \$3900 to purchase equipment for video/ethnographic research.

- **2003: “Evaluation of Curriculum at Summer Debate Camp.”** *Exxon-Mobile Kazakhstan Development Fund*. \$14,000 for evaluation of pedagogy and curriculum improvement of annual summer debate camp held in the Altai Region, Kazakhstan.
- **2003: *Junior Achievement Kazakhstan*.** \$5,500 for the purchase of educational materials for local schools in Ridder, Kazakhstan.

Honors and Awards

- “Outstanding Service Award,” *Training and Development Division* (National Communication Association), 2020
- “Outstanding Mentor Award,” 2020 Summer Research Institute (McNair Scholars; mentee: Martiece Arrington)
- “Diamond Anniversary Award” (for top paper), *Organizational and Professional Communication Association* (Central States Communication Association), 2020
- “Rising Star Award,” *Training and Development Division* (National Communication Association), 2017
- Top paper, Engstrom, C., Forst, M., & Brown, L. (2017, November). In search of civil service: An á la carte approach to training university dining staff in conflict reduction. National Communication Conference (Training & Development Division), Dallas, Texas
- Top paper, *Training and Development Division*, “Rhetorical visions of gadget geekdom havens and hipster candidates: Analysis of the fast-growth businesses’ job ads—implications for job search.” NCA Annual Convention, 2016
- Nominated by members, “Rising Star Award,” *Training and Development Division* (National Communication Association), 2016 (Did not win)
- Top panel, *Practical connections to an ancient art: Rhetorical approaches to contemporary professional consulting*, NCA Annual Convention, 2013.
- Southern Illinois University Carbondale Dissertation Research Award Recipient, 2009–2010 (financial scholarship)
- SIUC Department of Speech Communication “Excellence in Graduate Student Research/Creativity Award,” 2009
- Top paper, “*Alcohol talk*” as social glue: Students’ referencing of alcohol in everyday speech, SSCA Annual Conference, 2006

Papers and Presentations at Professional Meetings:

Competitive Papers

- Engstrom, C., & Bardhan, N. (2020, November). *Using symbolic convergence theory to prescribe D&I: A fantasy-theme analysis of PRSA’s Diverse Voices*. National Communication Association (Public Relations Division). Indianapolis, IN. **[Top Paper Award]**
- Engstrom, C., & Helens-Hart, R. (2020, April). *Four Domains of Instructional Communication as Areas of Expertise for Communication Faculty Who Train and Consult*. Central States Communication Association (Organizational and Professional Communication Interest Group). Chicago, IL. **[Top Paper; Diamond Anniversary Award]**
- Helens-Hart, R. & Engstrom, C. (2019, November). *Empathy in action: Surviving and thriving in training and development*. National Communication Association (Training and Development Division). Baltimore, MD.

- Bardhan, N., Gower, K. K., & Engstrom, C. (2018, November). *Diversity and inclusion in PR industry, stories from leaders and practitioners*. National Communication Association (Public Relations Division). Salt Lake City, UT.
- Petre, J., & Engstrom, C. (2018, April) *Taking a rhetorical approach to teaching millennials*. Central States Communication Association (Communication Education Interest Group), Milwaukee, WI.
- Engstrom, C. (2018, April). *Hiring managers' impressions of business communication: Recommendations for teaching and advising*. Central States Communication Association (Organizational & Professional Communication Division), Milwaukee, WI.
- Engstrom, C. & Duncan, O. (2018, April) *Writing a strategic plan: A problem-based learning project for business communication courses*. Central States Communication Association (Organizational & Professional Communication Division), Milwaukee, WI.
- Engstrom, C., Forst, M., & Brown, L. (2017, November). *In search of civil service: An à la carte approach to training university dining staff in conflict reduction*. National Communication Conference (Training & Development Division), Dallas, Texas [**T&D Top Paper**]
- Engstrom, C., Brown, L., Forst, M., Brenneise, A., Petre, J., Petre, E. et al. (2017, November). *Popular perks for hipsters," "epic fails," and unconscious bias: A critical examination of identification strategies in fast-growth companies' job ads*. National Communication Association Annual Convention, Organizational Communication Division, Dallas, Texas.
- Engstrom, C., Petre J., & Petre, E. (2016, November). *Rhetorical visions of gadget geekdom havens and hipster candidates: Analysis of the fast-growth businesses' job ads—implications for job search*. National Communication Conference, Philadelphia, Pennsylvania [**T&D Top Paper**]
- Engstrom, C. (2016, November). *Riffing about the organization communication curricula: Teaching bricolage and improvisation*. National Communication Conference, Philadelphia, Pennsylvania.
- Engstrom, C. (2016, March). *Experiences of time in organizations: A diary method study*. Qualitative Research in Management and Organizations, Albuquerque, NM.
- Engstrom, C. (2013, November). *Introduction: Practical connections to an ancient art: Rhetorical approaches to contemporary professional consulting*, National Communication Association Annual Convention, Training and Development Division, Washington, D.C. [**Top Panel Award**]
- Wood, M., Engstrom, C., & McKinley, W. (2011, August). *Endings and visions of new beginnings: Does lay off increase entrepreneurial intent?* Academy of Management Conference, San Antonio, TX
- Engstrom, C. (2011, July). *(Ac)counting others' prosaic practices: Private eyes translating surveillance into 'billable time.'* European Group for Organization Studies Conference, Gothenburg, Sweden.
- Engstrom, C. (2011, April). *Rhetorical framing in inter-organizational conflicts: An analysis of the rhetorical situation of Radosti, et al., v. Envision EMI, LLC*, Central States Communication Association Conference, Milwaukee, Wisconsin
- Engstrom, C. (2010, April). *Shadowing practices: Means, motives, and opportunities*, Qualitative Research in Management and Organization Conference, Albuquerque, New Mexico.
- Engstrom, C. (2009, November). *Rhetorical criticism in institutional theory*, National Communication Association Annual Convention, Organizational Comm Division, Chicago, Illinois.
- Engstrom, C. (2009, November). *A visual ethnography of college life*, National Communication Association Annual Convention, Ethnography Division, Chicago, Illinois.

- Engstrom, C. (2009, August). *Rhetorical criticism as a method for examining cultural/discursive pressures on organizational form*, Academy of Management Annual Convention, Research Methods Division, Chicago, Illinois.
- Engstrom, C. (2008, November). *Doing “college life” through “alcohol talk”: An ethnomethodologically oriented ethnography of communication (EM-EOC)*, National Communication Association Annual Convention, Ethnography Division, San Diego, California.
- Engstrom, C. (2008, November). *Sobering “binge discourse”: A critical communication pedagogy response to student drinking on college campuses*, National Communication Association Annual Convention, Critical Cultural Studies Division, San Diego, California.
- Engstrom, C. (2008, November). *Possibilizing problem posing pedagogy: Towards a Freirian-Hayekian governmentality*, National Communication Association Annual Convention, Student Paper Division, San Diego, California.
- Engstrom, C. (2007, March). *(Auto)ethnography and self-reflexivity: Methods for intercultural communication training*. Southern States Communication Association Annual Convention, Intercultural Communication Division, Louisville, Kentucky
- Engstrom, C. (2006, April). *“Alcohol talk” as social glue: Students’ referencing of alcohol in everyday speech*. Southern States Communication Association Annual Convention, Language and Social Interaction Division, Dallas, Texas. [**Top Four Paper**]

Panel Papers/Presentations

- Engstrom, C. & Bardhan, N. (2021, October 5). *The Way PR Leaders Communicate Matters,* PRSA ICON [Virtual Conference]. <https://www.prsa.org/conferences-and-awards/icon-2021/conference-agenda>
- Engstrom, C. (2020, November). *A Training and Development Division Special Program: Real-Time Training Session: Advanced On-Line Synchronous Instruction and Accelerated Student Learning*. Topic: Microcredentials, National Communication Association, Chicago, IL
- Engstrom, C. (2020, April). *Speaking on the Level: Breaking through Communication Barriers with Professional Adult Learners*, Central States Communication Association, Business & Organizational Communication, Chicago, IL.
- Engstrom, C. (2019, April). *Break on Through: Training & Development Strategies to Transcend Boundaries*, Central States Communication Association, Training & Development Division, Chicago
- Engstrom, C. (2019, November). *Conflict resolution for survival: Lessons from the classroom, industry and community*, National Communication Association, Training and Development Division, Baltimore, MD.
- Engstrom, C. et al. (2018, April). *Communicating the good life: Taking a rhetorical approach to finding meaning in our lives*, Central States Communication Association, Rhetorical Theory and Criticism Interest Group and Intercultural Communication Interest Group.
- Engstrom, C. (2015, November). *The President’s promise . . . Am I my brother’s keeper? Exploring communication strategies, initiatives, and best practices for working with men of color at community colleges*, National Communication Association Annual Convention, Community College Division/Black Caucus, Chicago, IL.
- Engstrom, C. (2014, April). *Elevating our expectations: Strategies for promoting academic rigor in the classroom*, Central States Communication Association Annual Convention, Environmental Division, Minneapolis, Minnesota.

- Engstrom, C. (2014, April). *“Breaking through rural resistance to sustainability: The rhetoric of material technologies and social change.”* Central States Communication Association Annual Convention, Environmental Division, Minneapolis, MN.
- Engstrom, C., Nicholas C., & Warren, J. (2007, November). *Untitled*. National Communication Association Annual Convention, Language and Social Interaction Division, Chicago, Illinois
- Engstrom, C. (2006, November). *“Doing” autoethnographic reflexivity as resistance: My (un)healthy body in an environment of hyper-excessive consumption.* National Communication Association Annual Convention, Ethnography Division, San Antonio, Texas.
- Engstrom, C. (2006, April). *“Alcohol talk” in a college campus.* Panel presentation, Southern States Communication Association Conference, Intercultural Comm. Division, Dallas, TX, April 2006.

Panel Respondent

- *Centering the Trainer in T&D Research and Practice.* National Communication Association Annual Convention, Training & Development Division, Salt Lake City, Utah, November 2018.
- *Building Our Future: An Interactive Debate about the Future of the Training and Development Division.* National Communication Association Annual Convention, Training & Development Division, Salt Lake City, Utah, November 2018.
- *Critique in Ethnography of Communication: Renewing the Dialogue.* National Communication Association Annual Convention, Language and Social Interaction Division, Chicago, Illinois, November 2007.
- *Bodies as sites: Making sense of lived experiences.* National Communication Association Annual Convention, Ethnography Division, San Antonio, Texas, November 2006.
- *Process as family value: ‘Becoming’ ethnographer and the epistemics of ethnography,* Southern States Communication Association Annual Convention, Intercultural Communication Division, Dallas, Texas, April 2006.

Scholar-to-Scholar Poster Session

- Engstrom, C. (2008, November). *Promoting peace, yet sustaining conflict: A fantasy-theme analysis of Seeds of Peace publications,* National Communication Association Annual Convention, Peace & Conflict Division, San Diego, California.

Panel Organizer

- *Advances in training and development.* National Communication Association Annual Convention, Training and Development Division, Chicago, Illinois, 2014.
- *Practical connections to an ancient art: Rhetorical approaches to contemporary professional consulting,* National Communication Association Annual Convention, Training and Development Division, Washington, D.C., November 2013. [**Top Panel Award**]
- *The politics of the taken-for-granted: Reflexive openings for negotiating cultural identities,* National Communication Association Annual Convention, Ethnography Division, Chicago, Illinois, November 2009.

Other

- *Short Course: Getting Started in Communication Training and Consulting.* Central State Communication Association, Chicago, IL, April 2020

- *Business Meeting*, Chair. Training & Development Division, National Communication Association National Convention, Baltimore, MD, November 2019
- *Business Meeting*, Co-Planner. Training & Development Division, National Communication Association National Convention, Salt Lake City, UT, November 2018
- *Business Meeting*, Secretary. Training & Development Division, National Communication Association National Convention, Dallas, TX, November 2017

PUBLICATIONS & CREATIVE WORKS

Books

- Engstrom, C., & Frye, J. (Eds.) (2016). *Qualitative communication consulting: Stories and lessons from the field*. Dubuque, IA: Kendall Hunt Publishing.
- Engstrom, C. (2014). *Business communications for professionals and consultants: A rhetorical approach* (2nd ed.). Dubuque, IA: Kendall Hunt Publishing.
- Engstrom, C. (2014). *Public speaking in the digital age: A practical approach*. Dubuque, IA: Kendall Hunt Publishing.
- Engstrom, C. (2012). *Business communications for professionals and consultants: A rhetorical approach*. Dubuque, IA: Kendall Hunt Publishing.
- Engstrom, C. (2012). *Business communications for professionals and consultants: Workbook*. Dubuque, IA: Kendall Hunt Publishing.

Articles in Professional Journals

- Engstrom, Craig, and Rose Helens-Hart. "In-Demand Instructional Communication Competencies for Organizational Trainers." *Business and Professional Communication Quarterly* (2023): 23294906221149408. <https://doi.org/10.1177/23294906221149408>.
- Bardhan, N., & Engstrom, C. (2021). Diversity, inclusion, and leadership communication in public relations: A rhetorical analysis of *Diverse Voices*. *PR Journal*, 14(2), prjournal.instituteforpr.org/wp-content/uploads/Bardhan_PRJ14.2-1.pdf
- Helens-Hart, R., & Engstrom, C. (2020). Empathy as an essential skill for talent development consultants. *Journal of Workplace Learning*, 33(4), [doi: 10.1108/JWL-06-2020-0098](https://doi.org/10.1108/JWL-06-2020-0098)
- Engstrom, C. (2019). Hiring managers' impressions of business communication: Recommendations for teaching and advising. *Business and Professional Communication Quarterly*, [doi: 10.1177/2329490619859356](https://doi.org/10.1177/2329490619859356)
- Engstrom, C. (2018). Practicing invention and style: Writing a persuasive résumé profile summary. *Communication Teacher*, [doi: 10.1080/17404622.2018.1536797](https://doi.org/10.1080/17404622.2018.1536797)
- Engstrom, C., Petre, J. T., & Petre, E. A. (2017). Rhetorical analysis of fast-growth businesses' job advertisements: Implications for job search. *Business and Professional Communication Quarterly*, 80(3), 336–364. [doi: 10.1177/2329490617723117](https://doi.org/10.1177/2329490617723117)
- Wood, M., McKinley, W., Engstrom, C. (2013). Endings and visions of new beginnings: The effects of source of unemployment and duration of unemployment on entrepreneurial intent. *Entrepreneurship Research Journal*, 3(2), 171–206.
- Engstrom, C. (2012). "Yes..., but I was drunk": The (re)production of hegemonic masculinity on a college campus. *Communication Quarterly*, 60(3), 403–423.

- Engstrom, C. (2012). An autoethnographic account of prosaic entrepreneurship, *Journal of Critical Organizational Inquiry*, 10(1), 41–54.
- Engstrom, C. (2012). Who wants to identify a fallacy?: Using game shows to teach formal and informal fallacies. *Communication Teacher*, 26(2), 69–75.
- Engstrom, C. (2010). Rhetorical criticism as a method for examining cultural pressures on organizational form, *Qualitative Research in Organizations and Management*, 5, 259–279.
- Engstrom, C. (2009). Performance pedagogy through visual ethnography: Examples from college life, *Transformations*, 20, 19–30.
- Engstrom, C. (2009). Promoting peace, yet sustaining conflict: A fantasy-theme analysis of Seeds of Peace publications, *Journal of Peace Education*, 6(1), 19–36.
- Engstrom, C. (2008). Autoethnography as an approach to intercultural training, *Rocky Mountain Communication Review*, 5, 17–31.

Chapters in Professional Books

- Engstrom, C., Forst, M., & Brown, L. (2018). The communication trainer as bricoleur. In J.D. Wallace & D. Becker (Eds.), *Handbook of communication training*. New York: Routledge.
- Petre, J., & Engstrom, C. (2018). A rhetorical approach to teaching and mentoring millennials in the classroom. *Millennial culture and communication pedagogies: Narratives from the classroom and higher education*. Lanham, MD: Lexington Books
- Engstrom, C. (2018). Cycling in the city: An Actor-Network-Theory perspective on urban practices. In J. Brower & A. Atay (Eds.), *Communication, culture, and making meaning in urban environments: Ethnographic engagements of the city*. Lanham, MD: Lexington Books.
- Engstrom, C. (2017). The ethically dubious line of covertly gathering data at RoboWorks, and other challenges. In D. Anderson (Ed.), *Cases and exercises in organization development & change* (2nd ed.). Thousand Oaks, CA: Sage. **[Peer Reviewed]**
- Engstrom, C. (2016). The ethics of dating colleagues in professional organizations. In A. Prasad (Ed.), *Contesting institutional hegemony in today's business schools: Doctoral students speak out*. Bingley, UK: Emerald.
- Engstrom, C. (2016). Sophisticated communication: A tale of contemporary sophistry. *Qualitative communication consulting: Stories and lessons from the field*. C. Engstrom & J. Frye (Eds.). Dubuque, IA: Kendall Hunt Publishing.
- Engstrom, C., & Williams, D. (2013). Prisoners “rise, rise, rise”: Hip hop as a Ciceronian approach to community protest and care. *Working for justice*. S. Hartnett, E. Novek, & J. Wood (Eds.). Champaign: University of Illinois Press. **[Peer Reviewed]**
- Engstrom, C. (2012). Shadowing virtual work practices: Describing subjects and objects as action nets. *Virtual work and human interaction research: Qualitative and quantitative approaches*. S. Long (Ed.). Hershey, PA: IGI Global **[Peer Reviewed]**

Book Reviews

- Engstrom, C. (2008, January). The interdisciplinary lessons in Sanjay Seth's *Subject Lessons*, *Education Review*, (<http://edrev.asu.edu/reviews/rev623.htm>)

Dissertation & Theses

- Dissertation: *Shadowing Practices: Ethnographic Accounts of Private Eyes as Entrepreneurs* (SIUC, 2010)
- Thesis: *“Alcohol Talk,” “College Life,” and the “Real World”:* An Ethnography of Communication of Undergraduate Students’ Ways of Speaking (SIUC, 2006)

Other

- “The way PR leaders communicate about diversity, equity, and inclusion matters” with Dr. Nilanjana Bardhan – Blog for Institute for Public Relations: instituteforpr.org/the-way-pr-leaders-communicate-about-diversity-equity-and-inclusion-matters
- “The U.S. PR Industry: Spotlight on the role of leadership” with Drs. Nilanjana Bardhan (SIUC) and Karla K. Gower (University of Alabama) – Whitepaper for Plank Center, University of Alabama: plankcenter.ua.edu/wp-content/uploads/2020/01/Handout-Updated.pdf

PEDAGOGY & ADVISING EXPERIENCE

Teaching Interests and Specialties

- Training & Development, Business Communication, Rhetoric/Persuasion, Public Speaking, Qualitative Methods

Teaching and Training Grants

- **2016: DE Course & Program Development Grant.** *SIUC Distance Education & CTE.* \$5,000 to convert basic course (CMST 101) to online format.
- **2014: Bi-disciplinary course development grant.** *Elmhurst College Center for Scholarship and Teaching.* \$3000 to develop a hybrid COM/BUS documentary film course on corporate social responsibility.

Teaching Honors and Awards

- 2018 College of Liberal Arts Outstanding Teacher Award
- 2017 Department of Communication Studies’ Outstanding Teacher of the Year

Summary of Advising Activity

Master’s and Ph.D. Committees

- Currently advising 2 master’s students and one PhD candidate
- Advised or served to completion 5 master’s and 9 doctoral candidates
- Currently serve on 11 committees (3 outside of department)

Formal Undergraduate Mentorship

- Martiece Arrington, “Well Spoken: A Neo-Aristotelian Rhetorical Criticism of Barack Obama’s ‘2008 Victory Speech.”
Summer Research Institute, McNair Scholars Program, SIUC
Summer 2020

- Clair Monroe, “Using Tumblr & Twitter in the Classroom”
Summer Faculty/Student Research Grant, Elmhurst College
Summer 2014
- DeAngelo Williams, Jr. “Blaxploitation in *Hancock*”
McNair Scholars Program, Southern Illinois University Carbondale
Summer 2009

Co-curricular mentorship/advising

- Founder and Faculty Advisor, Communication Career Council (C3), 2017–current
www.siucmst.org
- Provide regular career development and résumé writing workshops and private consultations, approximately 80+ hours per academic year
- Founder and Faculty Advisor, C! Team (social media organization for department), 2012–2015
- Faculty Advisor, Student Government Association (Elmhurst College), 2012–2014

Relevant Continuing Education (Not Listed on Page 1)

- 2021: UX Foundations: Accessibility
- 2021: Microsoft Accessibility Fundamentals
- 2017: Instructional Developer (SCORM & Tin Can API). LinkedIn Learning: [certificate: Instructional Developer](#)
- 2017: Collaborative Institutional Training Initiative (CITI), Basic Research Course [verify/?w14e34f63-c555-4b98-85d0-5b97f3b03504-17369088](#)
- 2016: Social Media Marketing Specialization (6-course certification). Northwestern University via Coursera: [certificate/684E478HR38S](#)
- 2016: Data Analysis & Visualization (2-courses). Delft University via EdX: [certificates/24236fbfbcad4d18919da9823149952c](#) | [certificates/f280597e428c416e8ebe3551db7fa3f5](#)
- 2014: Accounting Information Systems (Elmhurst College)
- 2013: Intermediate Accounting I & II (Elmhurst College); Insight Summit Social Media Conference
- 2010, 2013: Gateway Entrepreneurship Conference on Design Thinking (St. Louis University)

UNIVERSITY SERVICE

Department Committees

- Undergraduate Committee, Chair, Communication Studies, 2017–2022
- Steering Committee, Communication Studies, 2017-2022
- Planning & Development, 2019–2021
- Personnel Committee, 2017–2018
- Graduate Committee, Communication Studies, 2016–2017
- Undergraduate Committee, Communication Studies, 2015–2016

College and University Committees and Councils

- Dr. Seymour Bryson Future Scholars Program, Summer 2022
- SIU First-Year Experience (FYE) Committee, 2022-current
- SIU Enrollment Committee (Community Outreach Task Force), 2020-current
- EAB Early Warning Committee, Recruitment/Retention, 2019–2020
- CoLA Council, Department Representative, 2017–2020
- CoLA Council Teaching and Learning Committee, member, 2017–2020
- CoLA Undergraduate Directors Committee, member, 2018–current
- SIU Days Committee, member, 2018–2019
- SIUC Program Review, Qualitative Review Committee – Ad-hoc (Provost Office), April 2017
- SIUC Maker-Space Committee, member, 2018–current
- Campus Book Store New Vendor Selection Committee (Elmhurst College), 2013–2014
- Campus Innovation Committee (Elmhurst College), 2014–15

SIU System Committees and Councils

Other

- Chancellor’s Scholars Interview Committee (Fall 2022)
- First-Year Experience Hiring Committee (summer 2022)
- Gray Associates Workshop Group (program evaluation), forthcoming (AY 2022)
- State Advisory Committee for programs of study in the Arts & Communication sectors, Illinois Community College Board
Provided SME to develop model programs of study as part of the Illinois State Plan for Strengthening Career and Technical Education for the 21st Century Act (also known as the Perkins V Plan). The role of the Advisory Committee is to provide expertise and guidance on trends in the industry, promising credentials and degrees, and future of work implications. The Committee informs key decision-points in this process, including the pathway map, selecting strategic early college credit courses, and identifying key competencies (building from the existing State technical competencies).
- Planner & Faculty Leader, BrandU 2020 (~600 unique attendees)
- Planner & Faculty Leader, BrandU 2.0: www.siucmst.org/brandu
- Planner & Team Leader, Official Ignite Talk Event (Internationally recognized – “Ignite SIUC”), April 2019
- Planner, “DAWG Talk” Event, Da Vinci Days (Office of Vice Chancellor of Research & Development), April 2017

PROFESSIONAL SERVICE

Membership in Professional Associations

- National Communication Association, 2005–Current
- Association for Talent Development, 2017–Current
- Central States Communication Association, 2017–Current

- Academy of Management, 2008–2012
- European Group for Organization Studies, 2011–2012
- Southern States Communication Association, 2006–2007

Offices Held and Honors Awarded in Professional Associations

- National Communication Association, Legislative Assembly, November 2019–2021
- Co-Chair, Training & Development (T&D) Division, November 2018–2019
- Program Planner, T&D Division, National Communication Association, 2017–2019
- Co-Secretary, T&D Division, National Communication Association, 2016–2017

Consultantships

- LinkedIn Career Expert Program, LinkedIn Corporation, Palo Alto, CA: 2017–Current
- CPTD Item Writer & Reviewer, Association for Talent Development, Washington, D.C., Spring 2021–current
- LinkedIn Professional Interview Pilot Project, LinkedIn Corporation, Palo Alto, CA, 2019–2020
- APTD Competency Model Revision & Review, Association for Talent Development, Washington, D.C., Summer 2019–Spring 2020
- Item Writer & Reviewer, APTD Certification Exam, Association for Talent Development, Washington, D.C., Summer 2018; Fall 2019, Fall 2020
- LinkedIn ProFinder Services Advisor, LinkedIn Corporation, Palo Alto, CA

Evaluation of Manuscripts for Journals and Book Publishers and of Grant Proposals for Agencies

- Editorial board member, associate editor, *Kaleidoscope: Graduate Journal of Qualitative Communication Research*, 2012–2020
- Ad-hoc reviewer, *Eidos, Business and Professional Communication Quarterly*, *International Journal of Strategic Communication*, *International Journal of Communication*, *Administrative Science Quarterly*, *International Journal of Qualitative Research in Organizations and Management*, *Journal of Media and Communication Studies*, *Kaleidoscope*

Professional Meetings

- National Communication Association, Training & Development Business Meeting, 2016, 2017, 2018, 2019

Other Service to Profession

Textbook reviewer

- *Organizational Communication: A Critical Approach* (2nd ed.), by Dennis K. Mumby, Sage Publications, 2014
- *Gratitude Communication at Work*, by Ross Brinkert, Cognella, 2018

Conference paper and panel reviewer

- Reviewer, National Communication Association Conference (Training & Development and Organizational Communication Divisions), 2006–Current
- Reviewer, Central States Communication Association Conference (Organizational & Professional Communication Division), 2017–Current
- Reviewer, Academy of Management Conference (Entrepreneurship Division), 2008–2012

Invited/Paid Lectures, Trainings, Workshops

- “Gamifying PowerPoint/Slide Decks for Presentations” – July 11, 2022
- “Search Like Royalty on LinkedIn.” Heidelberg University – Business Conference, January 26, 2022.
- “Leveraging LinkedIn: Tips from a Vetted LinkedIn Vendor.” Greater Toledo Association for Talent Development, November 17, 2021.
- “Practicing ‘Yes, And...’: Techniques to Think Quick and Speak Without Fear,” SIUC Extended Campus, October 8, 2019 (Half-Day Workshop)
- “Simple Yet Effective Persuasive Strategies for Sales, Marketing, and Negotiation,” Chamber of Commerce of Southern Illinois, September 17, 2019
- “From Blah to Ka-Blam: Superpower tips for a super powerful pitch,” SIUC Leadership Development Program, January 27, 2019.
- “How to Ignite a Fire Under Your Audience’s A**,” SIUC Honors Program, October 30, 2018.
- “Interpersonal Collaboration in the Workplace,” Federal Public Defenders Office, Southern Illinois (Benton, IL), August 29, 2017.
- “Art & Science of Résumé Writing,” Leadership Development Program (SIUC), April 19, 2018.
- “Job Hunting with Aristotle: The Art & Science of Resume Writing,” SIUC DAWG Talks (Da Vinci Days), April 3, 2017.
- “Figure It Out: Which Presidential Candidates Have the Best Figures of Speech?” SIUC Student Programming Council (SIUC Talks). PechaKucha Talk, October 11, 2016.
- “Resolving Workplace Conflict Using Communication Jujitsu” for SIUC Food Services (100+ trainees), Jan. 2016, Aug. 2016, Jan. 2017.
- “Résumé Hacks,” Adult Services, Helen Plum Library, May 14, 2015.
- “Latest Trends in Résumés,” Adult Services, Helen Plum Library, April 10, 2014.
- “Unconventional Résumé Advice,” Brand U, Southern Illinois University Carbondale, March 31, 2014.
- Host, moderator, and introduction of Chris Hughes’s (Facebook co-founder and editor-in-chief of *The New Republic*) visit to Elmhurst College – “Brave New Media World.”
- “Improving your LinkedIn Profile,” Center for Professional Excellence, Elmhurst College, March 4, 2014.
- “Working for Justice in the Age of Mass Incarceration,” Black History Month, Southern Illinois University Carbondale, February 20, 2014.
- “Building Your Brand in Web 2.0/3.0 World,” Brand U, Southern Illinois University Carbondale, April 6, 2013.
- “Improving the Persuasiveness of Your Resume,” Adult Services, Helen Plum Lib., Feb. 21, 2013.
- “Job Search Strategies: Invention to Delivery,” Public Relations Case Studies and Campaigns (Class Meeting), Southern Illinois University Carbondale, March 21, 2012.

- “Writing and Publishing Portfolios and Resumes,” Public Relations Student Society of America, Southern Illinois University Carbondale, April 6, 2011.
- Graduate Seminar in Ethics and Social Justice in Education, 2 three-hour discussions on ethics and non-traditional research approaches, 2009.
- “Masculinity in a Bottle,” Progressive Masculinities Mentors, Southern Illinois University Carbondale, March 27, 2008

COMMUNITY SERVICE

In addition to ad-hoc volunteer work, the following represents more intensive engagements:

- Prison Entrepreneurship Program, Business Plan Advisor, 2009–2019
- Big Brothers/Big Sisters, 2005–2007
- Rainbow Café (LGBTQIA+), 2004–2006
- Junior Achievement - Dallas, 2003–2004

PROFESSIONAL CERTIFICATIONS

- 2020: Certified Professional in Talent Development (CPTD). Association for Talent Development. (valid until 2023)
- 2017: Associate Professional in Talent Development (APTĐ). Association for Talent Development