

Kathy E. Gill

Senior Lecturer

Department of Communication, Digital Media Program

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SUMMARY OF QUALIFICATIONS

More than 20 years experience in industry, government and non-profit communications, including almost 10 years experience in new media. More than 15 years experience in training and education. Skilled team leader whose high-energy serves as inspiration to others. Excellent interpersonal communication skills.

Highlights include:

- Professional manager of intranet design and content for Fortune 100 firms, with emphasis on Web site usability and accessibility.
- Highly rated teacher of communication and new media classes in the Washington college system.
- Award-winning writer and editor with demonstrated knowledge of public, media and member/customer relations; public policy development, analysis and lobbying; organizational management and marketing; and project management.
- Versatile; learn and apply technical concepts quickly; thrive on deadlines.
- Professional Technical Teaching Certificate in Information Technology.

EDUCATION

M.S., agricultural economics. Virginia Polytechnic Institute and State University (Virginia Tech), Blacksburg. 1979.

B.A., magna cum laude graduate with honors, journalism with minor in agricultural economics, University of Georgia, Athens. 1977.

A.A., with honors, journalism. Abraham Baldwin Agricultural College, Tifton, Georgia. 1975.

TEACHING INTERESTS

- Online media: merging research from psychology, human factors, and communication theory.
- Business processes; project management; leadership; and best management practices.
- Oral communication.

TEACHING EXPERIENCE

Senior Lecturer, Communication Department, Digital Media Program, University of Washington, Seattle, Washington. September 2003 - present.

- Develop and teach a new course in interactive media; adapt and teach existing courses.
 - *Theory and Practices of Interactive Media*, Autumn 2003.
 - *Evolution and Trends in Digital Media and Technologies*, Autumn 2003.
 - *Writing and Presentation for Digital Media*, Winter 2004.
 - *Digital Media Message Design and Content Creation*, Spring 2004.
- Utilize industry experience and communication theory and principles to advise graduate students on digital media projects and research for Master's Degree program.
- Teach specialized skills courses in new media technology, such as Dreamweaver and Photoshop.

Part-Time Instructor, Information Technology, Web Design Program, Seattle Community Colleges, Seattle, Washington. March 2001 – August 2003.

- Utilize industry experience and proven communication principles to guide diverse student body in design of user-friendly Web sites. Advise Web design students enrolled in independent projects. Teach 8-12 credit hours/quarter.
- Develop and teach new courses. Courses developed with curriculum grants.
 - *Web Tracking and Research*; grant project. Taught Spring 2001.
 - *Writing and Editing for the Web*; grant project. Scheduled Summer 2003.
- Adapt and teach existing courses. Revised under curriculum grants.
 - *Advanced Web Design*; better integrated with introductory course.
 - *Interface Design*; moved from concept to completion.
 - *Introduction to Web Design*; expanded from 1 to 3 credits.
 - *Web Authoring 2*; better integrated with introductory course and Advanced Design course.
- Teach Effective Presentations with Powerpoint. Course moves beyond the software and introduces presentation skills, based on communication theory

Part-Time Instructor, Washington Motorcycle Safety Program, Evergreen Safety Council, Seattle, Washington. March 2000 – present.

- Integrate classroom and on-cycle training; teach adults how to ride motorcycles. Team teaching environment (two instructors per 12 students). Classroom sessions emphasize facilitated learning. Requires certification by Washington State Department of Licensing.

Contract Trainer, MediaPro, Bothell, Washington. December 2001 – present.

- Conceived and created one-day Web usability seminar. Focus is online training applications, primarily via corporate intranets. Research-based workshop incorporates current technologies; content tailored to learning outcomes sought by each class.

Prior Teaching Appointments:

Technical Trainer, Herrick-Douglas, Kirkland, Washington. December 2000.

- Conducted three-day XML seminar; delivered internally for Weyerhaeuser and FileNet. Workshop included implementations examples, such as XML in content management systems.

Adjunct Professor, Pacific Lutheran University, Tacoma, Washington. January 2000.

- Taught *Executive Skills I, Effective Communication*. Course focused on public speaking skills and interpersonal skills; combined theory with implementation/practice; required MBA course.

Part-Time Instructor, Highline Community College, SeaTac, Washington. 1999 – 2000.

- Taught three classes in web development, from basic HTML to web design and web servers.

Part-Time Instructor, Bellevue Community College, Bellevue, Washington. 1998 – 2000.

- Taught one-day continuing education class, *Writing for the Web*, quarterly; adapted material each quarter to reflect rapid changes in industry sector. Top ranked trainer for the technical writing certificate.

Part-Time Instructor, Lake Washington Technical College, SeaTac, Washington. 1997 – 1998.

- Taught basic and advanced HTML; web design.

Dale Carnegie Instructor. Dale Carnegie Courses, Bellevue, Washington. 1994 – 1997.

- Taught a 12-week course in human relations with approximately 40 participants; trained, managed and motivated graduate assistant team of six professionals who set individual and team goals for the course.

Guest Lecturer, Seattle University. Seattle, Washington. 1994 – 1995.

- Taught *Association Public Relations*, one session of a course in non-profit management. January 1994; December 1995.

Invited Faculty, CLE International, Seattle, Washington. 1992 – 1994.

- Presented *Regulatory Reform & The New Administrative Process*, CLE International, Seattle, September 1994.
- Panelist, *Washington Water Law*, CLE International, Seattle, February 1992.

Invited Faculty, Accounting Awareness Society, Seattle, Washington. 1992-2003
(out of country in 1995 and 2001).

- Led a two-hour workshop, *Non-Verbal Communications*; presented each August at the University of Washington. Focused on awareness and skills, workshop based on communication theory.

INDUSTRY EXPERIENCE

Public Relations/Public Affairs

Public Affairs Director, Northwest Pulp and Paper Association, Bellevue, WA, 1990 – 1996.

- Managed for all editorial and production. Analyzed and rewrote technical documents; authored press releases and background papers. Prepared and delivered state and federal testimony. Administered office computer system; recommended hardware upgrades and oversaw software upgrades. Reported regularly to Association board of directors, which included Association member corporation senior management.
- Developed comprehensive economic analysis of effects of restricted federal harvest on regional pulp and paper industry. Used analysis to create testimony, written comments, Congressional letters, and background material for lobbying effort by Pulp and Paper Workers Resource Council, a grassroots union organization.
- Proposed, obtained budget for, and created award-winning special publication highlighting pulp and paper industry environmental accomplishments.
- Led Association Communications and Solid Waste Committees; committee members included senior management from Fortune 500 corporate association members as well as lawyers from regional law firms. Coordinated meetings, established meeting agendas in conjunction with committee chair; managed meeting notices, minutes, and follow-up.

Executive Director, Pennsylvania Association of Cooperatives, Harrisburg. 1985 – 1989.

- Reported to board of directors. Managed administration, budgeting, finance, legislative monitoring, membership retention and development, conference planning, and volunteer training. Annual budget, approximately \$200,000.
- Established an association communications and identity program, including updated logo; implemented quarterly newsletter; produced first association annual report.
- Ranked top presenter for vocational agriculture teacher's program section at National Institute of Cooperative Education.

Information Specialist, Pennsylvania Department of Agriculture, Harrisburg. 1984 – 1985.

- Informed state and regional media about Department activities via news releases, press kits, and interviews. Liaison with Governor's office, preparing agriculture-related testimony and speeches.
- Created newsletter to communicate dairy promotion program successes to financial supporters; liaison between dairy farmer-board and advertising agency.

Communications Manager, Inter-State Milk Producers Cooperative (now Land O' Lakes), Southampton, Pennsylvania. 1980 – 1984.

- Produced award-winning monthly membership magazine, monthly delegate newsletter, annual report, brochures, fact sheets, and background publications. Developed and managed annual public budget.

Managed media relations program, served as media spokesperson; directed member relations program. Planned meetings from 20 to 1000; wrote and delivered speeches to farm groups and other professional communicators. Supervised secretary and assistant.

- Created comprehensive community relations program for \$2.3 million wastewater treatment plant expansion, including planning facility open house, coordinating with environmental agency and non-profit advocacy groups, developing collateral material, and interfacing with local media.
- Revised member leadership development program by soliciting and then implementing recommendations from 15-member committee of young farmer (under age 35) cooperative members.

Consulting Experience

Consultant, BEST Consulting, Kirkland, WA. January 2000 – February 2001.

- Advised team developing Intranet Web site for Boeing Commercial Airplane Group Information Services Vice President; role was project team *Information Architect and Usability Specialist*. Responsibilities included audience identification, user task identification, site information architecture, interface, and expert usability analysis. Prepared site prototype and migrated to production.
- Analyzed competing Web sites and developed interface for proposed online shopping site; role was project team *Information Architect and Interface Designer*.
- Developed multi-media presentation for annual BEST sales meeting; served as *New Media Consultant* to senior management.

Training Consultant, AT&T Wireless, National Business Ordering, Redmond, WA. April – December 1999. Employee of Codesic, Kirkland, WA.

- Authored product documentation and designed training materials for internal AT&T Wireless application.
- Presented training to two core employee groups: customer support and system administration. Training material scope ranged from end-user to system administrator and included customized material for third party applications.
- Re-purposed training information for intranet delivery.

Web Consultant, Intranet, The Boeing Company, Commercial Airplane Group, DCAC/MRM, Renton, WA. January 1997 – March 1999. Employee of MediaPro, Bellevue, WA.

- Identified end user requirements for internal Web sites supporting the DCAC/MRM program, a corporate re-engineering initiative, utilizing focus groups and surveys. Working with cross-functional design team, incorporated information into revised Web site design, which was the largest intranet site within the company.
- Served as liaison between development team and Web site customers for “skunk works” DCAC/MRM project delivering mission-critical information seamlessly from two disparate databases.
- Served on two company-wide teams: one for developing the Boeing Web Help site and one for developing a process and symbol for authenticating intranet content company-wide.
- Wrote “how-to” guide to building Web pages for internal Boeing “Web help” site. Developed “help” guides for common Web activities.
- Developed style guide for work group sites wishing to be published under the DCAC/MRM umbrella.

Other Consulting Projects (alphabetical)

About.com, Columnist. New York, 1997 – 2000.

- Wrote online column for one of the top 10 visited Web content sites on the Internet.

The Burke Museum, Web/Communications Consultant, Seattle, WA. October 2002 – August 2003.

- Maintain Web with weekly updates and implement revised design/s focusing on accessibility, cross-browser compatibility, and organization branding/communications objectives.
- Advise Museum on new Web projects and technologies for managing content, both for internet and proposed intranet.

The Gallatin Group, Information Architect/Consultant, Seattle, WA. April 2000 – present

- Designed Web site for major Northwest public affairs company, incorporating look and feel of printed materials. Maintain site.
- Created intranet for regional offices to share calendars, documents.
- Recommended hardware and process for migrating time keeping application to Web interface.

Plum Creek Timber, Information Architect/Consultant, Seattle, WA. April 2000 – present.

- Re-designed Web site for this Northwest forest products company, working with internal cross-functional team and external graphic artist. Analyzed existing corporate site and content; identified and prioritized audiences. Developed audience survey for company to implement. Recommended site architecture that blended visitor and corporate goals.
- Advised client on repurposing existing content for optimal readability and scanability.
- Developed Web style guide for internal use.

SAFECO, Web Developer, Seattle, WA. August 2002 – September 2002.

- Developed eLearning project as contractor under direction of Accenture.
- Converted pilot instructional materials to eLearning format for intranet deployment, creating interface from artist concept and recommending content edits to aid readability.
- Created functional requirements document to prevent project scope creep.

Washington Citizens for World Trade, Project Manager and Developer, Olympia, WA. February 1999 – February 2001.

- Led volunteer committee through planning process for advocacy Web site – OpenMarkets.org – including specifying technical requirements and audience definition; also facilitated communication goals development and documentation.
- Interacted with six-person advisory committee composed of senior level managers from national and international forest products companies.

Other Web Projects

- **Personal site.** Chronicles first year motorcycling as well as journal of two-week, 6,000-mile fundraiser for Susan G. Komen Foundation, <http://www.motogrrl.com/> .
- **Waldo for Governor.** Created and maintained Web site, Fall 1995 - Fall 1996. Liaison with Seattle news media, delivering news releases and candidate schedule via e-mail.

Other Experience

Research Associate, *Virginia Water Resources Research Center*, Blacksburg. 1979 - 1980.

- Prepared community relations/public relations handbook for state water research center directors.

Research Assistant, *Virginia Polytechnic Institute and State University*, Blacksburg, 1977 - 1979.

- Thesis research on demand for milk in fast-food restaurants in Virginia.
- Paper accepted for presentation at American Agricultural Economics Association.

Press Aide, *U.S. Senate*, Sen. Herman Talmadge, Washington, DC. Summer 1976.

- Prepared weekly columns on issues identified by press secretary.

BOOKS

- Acted as technical editor for “Dummies” series book on America Online 6.0, PC.
- Wrote two chapters for *The Internet Bible*, second edition.
- Wrote chapter on web development tools for IDG book scheduled for September 1999; served as technical editor on additional chapters. CMP Books, October 2000, eventually published the book, *Web Accessibility for People With Disabilities*.
- Writing book on effective Web communications, based on software and online usability research and other human factors research.

PAPERS AND PUBLICATIONS

- “A Tale of Two Web Sites,” analysis of Democratic and Republican presidential Web sites, published in *ACM Interactions*. 2000.
- Book Review, *The Deadline: A Novel About Project Management*, “Internetworking,” a publication of The Internet Technical Group, <http://www.internetg.org/newsletter/dec98/contents.html>. December 1998.
- “Demand for Milk in Fast-Food Outlets in Virginia,” paper based on thesis selected for presentation at annual meeting, Illinois. *American Agricultural Economics Association*. 1980.
- “Effective Communication Techniques for Environmental Risk: A Case Study,” presented at *Technical Association of the Pulp and Paper Industry (TAPPI) Environmental Conference*, Boston, March 1993; named “Best Paper” in general topics.
- “How Small Associations are Using the Internet,” accepted for presentation at annual conference. *Western Conference of Association Executives*. 1996.
- Book Review, *Net Gain: Expanding Markets Through Virtual Communities*, “Internetworking,” a publication of The Internet Technical Group, <http://www.internetg.org/newsletter/mar99/contents.html>. March 1999.
- “Recycled Markets Development in the Northwest: A Model for Industry Involvement,” paper presented at The Technical Association for the Pulp and Paper Industry (TAPPI) Environmental Conference, Boston. March 1993.

Master’s Thesis: *Dairy Product Utilization and Consumer Demand for Milk in the Fast-Food Sector of Virginia*. 1979.

The primary objective was to gather data about dairy product sales in the fast-food sector and to evaluate potential marketing strategies applicable to dairy product promotion in the fast-food sector.

Selected Publications:

- “Changing Your Computer’s Oil,” *Farm Futures Magazine*, March 1997.
- eNetDigest, award-winning guide to environmental and agricultural sites on the Web, 1996-97.
- “E-mail – The Low-Tech Foundation,” *Washington Society of Association Executives* newsletter, October 1995.
- TFM, periodic essays on usability, <http://www.cyberwriter.com/TFM/>

PRESENTATIONS

- Communicating In An Age of Skepticism, *Northwest PIMA/TAPPI*, Sun River, OR. 1995.
- Community Building and the Web: Creating Online Communities, *Washington State Society of Association Executives*. 1998.
- Design for Usability, pre-conference program, *World Wide Web Consortium, 6th conference*, Santa Clara. 1997.
- Developing Effective Policies and Procedures, *Washington Society of Certified Public Accountants*, Seattle, and *Washington Society of Association Executives Summer Conference*. 1992.

- Effective Association Communications, *International Association of Optometric Executives* Fall Educational Seminar, Seattle. 1992.
- Effective Risk Communications, *California Forest Management Conference*, Sacramento, CA, and *Northwest Pulp and Paper Association NPDES Conference*, Skamania, WA. 1995.
- Effective Use of E-Mail, *Northwest Chapter, National Speakers Association*. 1999.
- Foundations of Web Usability, one-day seminar, for *MediaPro*, Bothell. 2002-2003.
- Introduction to Cascading Style Sheets, *BEST Consulting*. 2001.
- Introduction to the Internet, *Washington State Recyclers Association*, Annual Meeting, pre-conference workshop, Wenatchee. 1995.
- Lessons in Crisis Communications, *Washington Chapter, Public Relations Student Society of America*, Summer Conference. 1995.
- Usable and Accessible Web Sites, (twice), *Boeing*. Renton. 1998.
- Using Cascading Style Sheets, *Pacaar*. 2000.
- Using the Internet for Environmental Research, *Northwest Waste Exp*. 1996.
- Reporters Use of the Internet, Panelist, *Agricultural Relations Council*. 1997.
- Web Design, conference panelist, along with Jacob Nielsen and David Siegel, *World Wide Web Consortium, 6th conference*, Santa Clara. 1997.
- Web Usability, *Digital Eve Seattle*. 2001.
- Web Usability, *International WebGrrls Day*. 2000.
- Writing for the Web, one-day workshop, *Bellevue Community College*. 1998-2000.
- Writing and Editing for the Web, *International WebGrrls Day*. 2000.

AWARDS

- Award for Excellence, *Society for Technical Communication*, Puget Sound Chapter. 1994.
- Best In the West, one-time publication and total communications, *Western Conference of Association Executives*. 1993.
- Best of the Net, citation given to personal Macintosh Web site, *MacWorld*. 1997.
- Best Paper, General Topics, *Technical Association of the Pulp and Paper Industry (TAPPI)*, Environmental Division. 1993.
- Donaldson Award for Outstanding Graduate, *Abraham Baldwin Agricultural College*. 1975.
- Gold Circle Award, special one-time publication, *American Society of Association Executives*. 1993.
- Gold Circle Certificate, meeting promotion, *American Society of Association Executives*. 1993.
- Rotary Scholarship, *International Summer School*, Oslo, Norway. 1975.
- Totem Award, special one-time publication, *Puget Sound Chapter, Public Relations Society of America*. 1992.
- Outstanding Young Alumnus, *Abraham Baldwin Agricultural College*. 1986.

Cooperative Communicators Association

- Second place, column. 1983 and 1984.
- Second place, editorial. 1982 and 1988.
- Second place, newsletter. 1988.
- Honorable mention, photography. 1983.
- Third place, editorial. 1984.

National Council of Farmer Cooperatives

- First place, annual meeting promotional materials. 1984.
- First place, educational materials. 1990.
- First place, newsletter. 1987.
- Third place, annual meeting promotional materials. 1985.

National Milk Producers Federation

- Best of class, communications campaign. 1981.
- Best of class, editorial. 1982, 1983 and 1984.
- Second place, member magazine. 1983.
- First place, annual report. 1984.

PROFESSIONAL ACTIVITIES AND COMMITTEES

Academic

Pennsylvania Rural Leadership Program, a Kellogg project at Penn State University, 1986-89.

- Finance committee chair, 1987-88.
- Member, board of directors.
- Designed newsletter.

Seattle Community Colleges, 2001-2003.

- Member, curriculum development committee (one of two part-time instructors).
- Member, Dan Evans Award Committee, 2002.

University of Georgia, 1997.

- Volunteer Chair, Homecoming Class Reunion.

Communications

American Society of Association Executives, 1991-1997.

- Judge, Gold Circle Awards, technical writing, 1993.

Cooperative Communicators Association, 1981-1990.

- Chair, policy and procedures committee.
- Member, board of directors.
- Member, program committee, publicity committee, writing awards committee, and regional workshops committees.

Public Relations Forum, 1995-2003.

- Online, international forum for public relations professionals. Appointed list manager in 2001.

Public Relations Society of America, 1997-1998.

- Judge, technology competition. 1997-1998.

Washington Society of Association Executives, 1989-1999.

- Member, board of directors. 1990-93.
- Member, CAE certification committee. 1989-91.
- Western Conference of Association Executives program chair, 1991-93.
As board member, managed all aspects of the 1993 Western Conference of Association Executives held in Seattle; directed a subcommittee of 12; coordinated trade show, speaker selection, meeting arrangements, sponsorships, off-site special events, program, and budgets.

Technical

ACM (Association for Computing Machinery), 1997-2003.

- Member special Interest Group, Computer-Human Interaction.
- Moderator for CHI-WEB, an ACM mailing list focused on computer-human interaction and the WWW.

Digital Eye International, Seattle Chapter, 2001-2003

- Charter Member.
- Chair, Eastside Monthly Lunch, 2001-2002.

HTML Writers Guild, 1995-2002.

- Governing Board Member, 1996.

Seattle WebGrrls, 1996-2001.

- Finance director, 1999 Steering Committee.

Government

Washington State Solid Waste Advisory Committee, 1990-96.

Washington State Water Resources Forum, 1989-94.

COMMUNITY SERVICE

Rainbow Bookfest, 2003.

- Member working committee.
- Web site chair (<http://www.RainbowBookfest.com/>) for the first multicultural book festival in the Northwest, perhaps in the nation.

CERTIFICATIONS

Seattle Community College District, 2002-2007.

Professional Technical Teaching Certificate in Information Technology.

Washington Motorcycle Safety Program, 2000-2004.

Certified instructor, Motorcycle Rider Course and Experienced Rider Course.

American Society of Association Executives, 1989-1999.

Certified Association Executive professional accreditation; initial certification requires combination of non-profit management experience and demonstrated expertise in all areas of non-profit management. Study Course comparable to business degree in non-profit management. Certification maintained via continuing professional education and employment in the non-profit sector.

Dale Carnegie Inc., 1981-1997.

Training and certification to serve as instructor for 12-week Dale Carnegie Course (DCC), Leader In You two-day management seminar, Employee/Customer Relations customized training. Training for DCC is intensive, multi-week bootcamp.

PROFESSIONAL DEVELOPMENT

Seminars and Workshops:

- Active Server Pages, DigitalEve, Seattle. 2001.
- Curriculum Design, BEST Consulting, Kirkland. 2000.
- Cold Fusion MX, MediaPro, Bothell. 2002.
- Database Design, BEST Consulting, Kirkland. 2000.
- Effective Presentation Skills, American Management Associates, New York. 1981.
- Environmental Public Relations, Public Relations Society of America, Seattle. 1991.
- Fireworks MX, MediaPro, Bothell. 2002.
- Flash MX, MediaPro, Bothell. 2002.
- Goal-Directed Design, ACM and Cooper Design, Bellevue. 2002.
- Producing Effective Annual Reports, American Management Associates, New York. 1982.
- Project Management, BEST Consulting, Kirkland. 2000.
- Visual Design of Information, Edward Tufte, Seattle. 1999.
- Web Design World, Thunder Lizard Productions, Seattle. 1999.

Leadership Fellowships:

- Graduate Institute on Cooperative Leadership, University of Missouri-Columbia. 1986.
- National Center for Food and Agricultural Policy, Resources for the Future, Washington, DC. 1988.
- Rural Leadership Development, a Kellogg program, The Pennsylvania State University. 1986-87.

COMPUTER SKILLS

- Hardware:* IBM PCs and compatibles; Apple
- Operating Systems:* Windows, UNIX, Macintosh
- Applications:* ColdFusion, Dreamweaver, Fireworks, Flash, HomeSite; PhotoShop, Illustrator, PageMaker, FrameMaker; Quark; BBEdit; WordPerfect; Word, Excel, PowerPoint, Access, Outlook; Fetch, CuteFTP; Eudora, Pine, Lynx
- Related Skills:* Thorough knowledge of personal computing hardware and software, including word processing, spreadsheet, database, desktop publishing and Web development software. Type 90+ words a minute.

TRAVEL

- Traveled to Norway as summer school student, 1975, attending international summer school in Oslo.
- Traveled to Guatemala as part of public relations course, 1977. Member of team that selected the Institute of International Education as client for the quarter. Team traveled with board for series of meetings in Guatemala, managing media contacts before, during and after the visit.
- Holiday travel to Mexico and Canada; Singapore, Malaysia, and Taiwan; New Zealand; The Czech Republic, Denmark, France, Italy, Germany, Switzerland.

INTERESTS

- Avid reader; topics range from science fiction and mystery to historical novels and non-fiction. Member local bookclub since 1998. Volunteer for book festival.
- Outdoor activities, such as skiing, rollerblading, hiking, camping, softball, golf.
- Photography, digital and analog.
- Motorcycles.

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