

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

EDUCATION

Walden University, Minneapolis, Minnesota

Doctor of Business Administration, Marketing **2012**

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

University of Mary Hardin-Baylor, Belton, Texas

Master of Business Administration, Management **2009**

University of Mary Hardin-Baylor, Belton, Texas

Bachelor of Arts, Political Science **2003**

TEACHING EXPERIENCE

MBA Program Director, University of Mary Hardin-Baylor **2022-present**

- Creating and implementing changes for the growth of the MBA program to better align with the demands of companies for employees today.
- Managing the scheduling and program assessment for internal and external accreditation institutions.
- Leading faculty in program changes and challenges.

Assistant 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 businesses for the AMA – including obtaining sponsorship donations.
- Have helped to grow the marketing program by over 35% since being hired.
- Maintains high scores on teaching evaluations, which means being in the top 5 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 about social media within the local community.

ONLINE TEACHING EXPERIENCE

- Currently teaching online and hybrid courses for the University of Mary Hardin-Baylor
- Completed training for online teaching and facilitation
- Proficient in Blackboard and Canvas Infrastructure LMS

PROJECT MANAGEMENT EXPERIENCE

- Teaching Project Management according to the principles of the Project Management Institute
- Established and was involved with the naming and strategic direction of the Cru Project Center
- Managed 8 projects community-based projects per year with the goal of student experience
- Maintained positive client relationships and obtains referrals for project requests

PUBLICATIONS

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

CONFERENCES and PROCEEDINGS

Using Open-Source Resources in the Marketing Curriculum

Chrisann Merriman, University of Mary Hardin-Baylor^[1]_{SEP}

Mindy Welch, University of Mary Hardin-Baylor

Marketing Information Systems... A Class or Where to Embed the Technology.

Mindy Welch, University of Mary Hardin-Baylor^[1]_{SEP}

Chrisann Merriman, University of Mary Hardin-Baylor

Client feedback in service-learning projects in higher education

Chrisann Merriman, University of Mary Hardin-Baylor

Mindy Welch, University of Mary Hardin-Baylor

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

Co-Director, Social Media, Marketers Educator's Association

Editorial Review Board, Journal of Social Media in Society

ADDITIONAL SPEAKING

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

Advisor of the Year, UMHB Student Organizations, April 2014

Faculty of the Month, Student Government Association – UMHB, January 2013, January 2015

Allied Academies Distinguished Research Award, Allied Academies, Inc., October 2013

Various Silver and Bronze Addy awards, 2004-2007

CERTIFICATIONS

Project Management Professional, Project Management Institute

PROFESSIONAL EXPERIENCE

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

- Managed 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 ensure the brand messages and look of the organization is consistent – internal and external communications.
- Implementation of Social Media Strategy for overall brand
- Manages print and advertising agency vendors efficiently, and always looks out for the best of the institution.
- Involved with television and radio production for campaigns in new markets.
- Uses research and trends to guide strategy in planning for media placement, including using non-traditional resources.
- Project management that is expansive and meets deadlines yet is flexible to get the best product that is right for the client/market.
- Written 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 the 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.

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 – Board Member – Marketing Education Association
2012 – Present – Member American Marketing Association
2011 – Present – Member E-Marketing Association
2004 – Present – Member of Project Management Institute
2006 – Present – Member of the American Management Association