Dr. Elisabeth Power

Professor | Mentor | Marketer | Servant Leader

I learned to be a teacher in active, face-to-face classrooms, getting to know thousands of people from all walks of life. From this, I learned that compassion-based teaching and mentoring empowers students to learn and grow through active, engaged experiences.

I’m an innovative tenure-track educator with experience teaching communication, business and leadership course in diverse settings. My education includes an MS in Advertising, an MBA and a PhD in leadership studies. My interdisciplinary research interests include higher education reform, competency learning and non-hierarchical leadership.

**Contact Information**

SMU Directory: <https://www.stmartin.edu/directory/elisabeth-power-phd-mba>

Website: <https://www.lisapower.net/>

Social: <http://www.linkedin.com/in/lpower> | <https://www.facebook.com/lpower>

**Teaching Experience**

*Saint Martin’s University; Lacey, Washington*

Business & Economics Internship Director (2019–present)

School of Business Chair (2019–present)

Assistant Professor (2016–present)

Visiting Associate Professor (2015–‘16)

Taught undergraduate and graduate-level courses for the School of Business, including Business Communication, Management of the Sales Force, Business in Society, Business Policy, Marketing Management, International Business & Economics, Leadership and Change, and marketing concentration courses.

**SMU Committee Service**

2020 – present: Academic Schedule/Scheduling Team; Classroom Policies for Reopening; Instructional Design Search Committee

2019-present: Study Abroad; School of Business Chairs Council

*2018 – present* IRB, Academic Computing Advisory Council \*chair\*, Financial Aid, Faculty Development, Act Six; Library 2015-18; Interfaith Council 2016-18.

**As chair of ACAC, led a 7-person team to develop a faculty survey and forums to evaluate use of Moodle. Provided mentoring during emergency remote teaching in Spring, 2020.**

**SMU Accomplishments**

* Received positive performance reviews and generally positive student evaluations.
* Introduced and fostered popular class projects that created a win-win outcome for community members, SMU and marketing students, such as the Boss of the Year Program.
* Developed active learning and flipped learning materials, assignments and experiences for marketing concentration students.
* Assisted with ACBSP accreditation self-study, visit and quality assessment report. Attended National Conference on behalf of the Dean in June 2017.
* Modernized marketing concentration curriculum; developed a strategy that attracted students.
* Organized and chaperoned field trips to conferences and local businesses.
* Advised Business Club, 2017-present, Gender & Sexuality Alliance Club, 2019-present.
* Traveled with the Provost’s delegation to visit six higher education institutions in China in 2019.
  + Served as a resource, in China, with negotiation and cultural diplomacy skills.
  + Presented guest lectures at two prestigious universities.

**Additional Teaching Experience**

*City University; Seattle, Washington*

Adjunct Professor, Mexico Program (Summer, 2015)

Taught Leadership and Ethics in a study abroad program with Mexico CETYS Universidad

**City University Accomplishments**

* Developed activities to help students practice English while learning about business leadership
* Conducted curriculum assessment of MBA-level marketing courses.

*DeVry University & Keller Graduate School of Management; Federal Way, Washington*

Professor\* (2011–15)

Associate Professor (2008 –11)

Assistant Professor (2005–08)

Instructor (2003–05)

Adjunct Instructor (2002–03)

\* Full Professor rank at DeVry carried same benefits as a tenured professor at other schools.

Taught undergraduate and graduate-level courses in communication, business, leadership, organizational behavior and capstone courses. Includes co-teaching experience.

**Keller/DeVry University Accomplishments**

* Led a high-visibility team of business professors in an outcomes assessment project that linked learning outcomes and course objectives with course assessments.
* Created a system for conducting peer observations that integrated peer review and mentoring.
* Served as the Subject Matter Expert (SME) for: Professional Writing (UG), Technical Writing (UG), Capstone (MBA), Small Business & Entrepreneurship Capstone (UG); Marketing (UG & MBA).
* Successfully mentored post-traditional and at-risk students through graduation and beyond.
* Collaboratively developed an MBA competency program, including pedagogies, teaching and learning standards, faculty/student interaction model, learning activities, assessments, rubric templates, and course content. Developed one of the first courses and mentored faculty in the development of additional courses.

**Early Teaching Experience**

Gonzaga University; Spokane, Washington; Teaching Assistant (2014–15)

Jesuit Commons: Higher Education at the Margins; Online Faculty (2014)

Renton Technical College; Renton, Washington; Adjunct Instructor (2000–02)

Syracuse University; Syracuse, New York; Teaching Assistant & NCAA Tutor (1997– 98)

**Recognition**

* Monks of Saint Martin’s Abbey, Faculty of the Year Nomination (2016, 2019, 2020)
* Phi Beta Lambda Outstanding Advisor (2014)
* PRIDE (Teaching Excellence) Award (2010, 2008)
* Legacy of Service Award (2010)
* Ron Taylor Award (2006)

**Education**

*Doctor of Philosophy in Leadership Studies - GPA: 4.0*

Gonzaga University; Spokane, Washington; 2016

*Master of Business Administration*

Western Governors University; Washington, 2013

*Master of Science in Advertising*

Syracuse University; Syracuse, New York, 1998

*Bachelor of Science in Mass Communication & Political Science*

Northern Michigan University; Marquette, Michigan, 1997

**Dissertation**

Power, E. A. (2016). Leading change through complexity: A case study exploration of leadership in competency-based education (Order No. 10294582). Available from Dissertations & Theses @ Gonzaga University; ProQuest Dissertations & Theses Global A&I: The Humanities and Social Sciences Collection. (1844966804).

This research analyzed the phenomenon of leadership within a network of competency-based higher education reformers. Using combined methods of case study, observations and content analysis, the study found that within a virtual network of higher education developing competency-based programs, individuals relied on resource-dependent collaboration that allowed leaders to risk and share resources while remaining autonomous.

In this complex network, leadership moved through interaction. As a result, any individual within the network could create change. Leaders who encouraged diverse interaction were able to evoke more creative solutions. Understanding characteristics of complex leadership would be useful to virtually dispersed leaders, especially if higher education continues to evolve into systems of virtual groups.

**Forthcoming Publications**

Power, E. A. (in press). “Discomfort zone: Overcoming ethnocentricity and implicit biases in teaching” in *Failure Before Success: Teachers describe what they learned from mistakes*. Rowman & Littlefield.

**Recent Presentations**

* Guest lectures: *A Comparison of eCommerce in China and the US*, at Tongji University in Hangzhou and Shanghai Polytechnic Institute; March 2019
* *The SOAR Model for Competency Learning in Traditional Classrooms*; at the Lilly Teaching for Active & Engaged Learning Conference, Anaheim CA; March 2019
* Resource Dependent Collaboration & Complexity Leadership Theory: A Case Study from U.S. Higher Education; International Leadership Association Next Generation Leadership Conference; Pretoria, South Africa; May 2018

**Saint Martin’s University Presentations**

* Power Dynamics and Race Relations in South Africa; Friday Faculty Lunch; February 2019
* Reflections of Faith; Obsculta Retreat; 2019
* From Origin to Post-Consumer; Parents Weekend; 2018 & 2019

**Earlier Presentations**

* Leading change through complexity; Research Symposium; Gonzaga University; 2017
* The Power of Community in Online Learning; Online Learning Consortium, Orlando, FL; 2015
* Managing Across Generations; Boeing Project Management Community of Excellence; 2014
* Hospitality in Online Learning; Doctoral Webinar, DeVry University; 2014
* Leading Change in Higher Education Pedagogy; Research Symposium; Gonzaga University; 2015
* Panel Presentation: Socially Constructed Definitions of Leadership; Research Symposium; Gonzaga University; 2015
* Hospitality in Online Learning, Research Symposium; Gonzaga University; 2014
* Growing Scholarly Writing Skills; Research Symposium; Gonzaga University, 2013
* Workshop: Critical Assessment of Reading Assignments for Non-native Students; ICC Japanese Cultural Exchange Program; Bellevue, WA, 2011

**Conferences/Memberships**

* Phi Kappa Phi National Honor Society Member (2018–present)
* Delta Mu Delta National Honor Society Member (2016–present)
* Accreditation Council for Business Schools and Programs Member (2012–present)
* International Leadership Association Member (2013–present)
* American Marketing Association Member (2010–present)
* Accreditation Council for Business Schools and Programs, Conference (2020, 2017)
* ProfCon Virtual Conference, 2020
* Western Association of Collegiate Schools of Business, Dean’s Conference (2016)
* Phi Beta Lambda National Honor Society faculty advisor (2015–2017)
* Online Learning Consortium Professional and Institutional Member (2012–16)
* The Teaching Professor Conference (2011, 2013)
* Experiential Classroom Workshop at Syracuse University (2008)
* Freelance Seattle; Co-Founder & Board of Directors Member (2002—present)
* Student Leader Fellowship Program Alumni (1996—present)
* Golden Key National Honor Society Member (1996—present)

**Consulting & Work Experience prior to 2002**

**Elboe Consulting; Auburn, Washington**

Writing | Training | Marketing Consultant

* Authored advertising copy, user materials and Web content
* Owned day-to-day operation of a small business

Selection of Documents Authored:

* + Employee Orientation Manuals, Operating Procedures, Workbooks
  + Business Plans, Marketing Plans, Website pages
  + Professional Organization/Nonprofit Member Communications
  + Computer and Information Security User Manuals
  + Case studies and White Papers

**RealNetworks via Volt Information Sciences; Seattle, Washington**

Advertising Project Manager

* Managed key advertising accounts and creative deliverables
* Developed budgets for clients and helped to keep advertising within budget
* Awarded for providing excellent cross-functional support and customer service
* Recognized for service excellence by company’s largest clients and as employee of the month

**Microsoft via Redmond Technology Partners; Bellevue, Washington**

Marketing Content Writer/Editor

* Authored sales content and product descriptions for launch of the MSN Sales Intranet
* Edited internal and external product materials for over 900 advertising products
* Wrote technical copy and product positioning statements
* Met deadlines despite frequent uncontrollable business disruptions

**Blucora, (formerly InfoSpace & Go2Net); Seattle, Washington**

Client Services Manager

* Saved $80,000+ by minimizing inventory conflicts and related unearned revenue
* Developed strong skills in auditing and budgeting
* Managed implementation, production and delivery of million-dollar advertising contracts
* Directed collaborative development of proposals, contracts and client communication
* Exceeded customer service metrics to publish ad campaigns within 24 hours, 98% of the time
* Provided strategic leadership direction for sales teams in Seattle, Chicago and Los Angeles

**Amazon.com; Seattle, Washington**

Account Manager, zShops

* Launched Toys & Games category within Amazon’s zShops, now known as Marketplace
* Developed expertise in areas of e-commerce, product launch, sales, marketing events
* Created new relationships with hundreds of small business owners (business development)
* Gained operations experience managing distribution center associates during holiday rush, 1999