

MEGAN S. SPARKS

EDUCATION

Master of Arts, Corporate and Public Communication

University of South Alabama, Mobile, Alabama, May 2002

Thesis: Job Satisfaction and Gender Perceptions in Public Relations

Bachelor of Arts, Communication, Public Relations

University of South Alabama, Mobile, Alabama, May 2000

Leadership Scholarship (four years)

ACADEMIC APPOINTMENTS

Senior Instructor of Communication

University of South Alabama, Department of Communication, Mobile, Alabama, August 2007-Present

- Teach undergraduate courses: Public Speaking (CA 110, face-to-face, blended, online), Principles of Public Relations (APR 224), Introduction to Strategic Communication (CA 224), Introduction to Advertising (APR 221), Strategic Communication Writing (APR 324), and Internships: Professional Studies (CA 496)
- USA Student Academic Success and Retention Learning Community Program: First Year Experience course (CAS 100)
- Academic Coach for the Department of Communication, 2016-2021
- Provide academic and internship advising to undergraduate students
- Coordinate the department's Internship Program: recruit, screen, orient, enroll, monitor and prepare students and businesses to provide professional and real world experience in communication. Created awards for students, supervisors and organizations.
- Utilize Canvas for teaching in-class, blended and online courses.
- Develop plans for instruction and curriculum: syllabi, lectures, notes, exams, discussions, activities, assignments, videos and handouts for courses.
- Serve on various departmental and university committees.
- Quality Matters, Course Representative, Spring 2014
- Redesign of CA 110, Spring 2014
 - Arranged and attended instructor meetings regarding redesign.
 - Wrote content for 12 modules.
 - Developed quiz questions.
 - Developed game questions.
 - Worked with video development.
 - Incorporated changes to content based on 3rd edition revisions and additions.
 - Organized course calendar so it fit the needs of the class more effectively.
 - Reviewed and edited lessons.
 - Created Instructor Manual.
 - Attended weekly meetings with redesign team.
 - Worked at the ILC on Wednesdays during the spring semester.

Graduate Teaching Assistant, Public Speaking

University of South Alabama, Department of Communication, Mobile, Alabama, August 2000-Spring 2002

- Taught Public Speaking lab, lectured, graded and organized course material.
- Assisted faculty members with classroom instruction, exams, lectures and other miscellaneous projects.
- Maintained office hours to meet and advise undergraduate students.

PROFESSIONAL EXPERIENCE

Marketing Coordinator

Hand Arendall, L.L.C., Mobile, Alabama, February 2003-August 2007

- Assisted with the implementation of relevant practice group business development and marketing plans.
- Implemented strategic communication for client outreach and recruitment of attorneys.
- Maintained marketing budget and legal directories.
- Managed the planning, coordination and execution of the firm's public relations, marketing and advertising.
- Wrote, edited, produced and maintained marketing materials, promotional items and website.
- Planned firm-wide, employee and client development events.
- Coordinated all charitable contributions.

Program Manager

Goodwill Easter Seals of the Gulf Coast, Mobile, Alabama, August 2002-February 2003

- Coordinated and participated in tutoring programs for low income, at-risk youth in the Mobile County Public School System.
- Promoted program through fliers and community forums.
- Worked with teachers, parents and administration in facilitating a better learning environment for students who faced unique challenges.

BOOKS

Wilson, J., Sparks, M. S., & Taylor, A. D. (2012). *Public speaking for success*. New York, New York: Pearson.

Wilson, J., Sparks, M. S., & Taylor, A. D. (2013). *Public speaking for success (2nd ed)*. New York, New York: Pearson.

Wilson, J., Sparks, M. S., & Taylor, A. D. (2014). *Public speaking for success 3rd ed*. New York, New York: Pearson.

ACADEMIC CONFERENCE PRESENTATIONS

Anderson, M.L., Bailey, S.B., Foutz, B., & Sparks, M. (2015). *Critically Crafting Your Course with TED: Using TED Talks to Enhance Course Content*. Panel presented at the annual meeting of the Southern States Communication Association (SSCA) in Tampa, FL, April 8-11, 2015.

Bunch, J., Bush, N., Davis, P., Loomis, E., Koon-Magnin, S., Mata, J., Powell, L., & Sparks, M. (2017). *Advancements in Student Performance and Retention Strategies: Use of SSC Campus in a Student Coaching Approach*. Panel presented at the Conference of Teaching and Learning in Mobile, AL, May 8-9, 2017.

Bush, N. & Sparks, M. (2011). *Peer evaluations: listen and learn*. Great Ideas for Teaching Speech presented at the 81st Southern States Communication Association, Little Rock, AR.

Dempsey, J., Lewis, J., Mattson, S., & Sparks, M. (2015). *Designing Courses for Active Learning*. Panel presented at the Conference on Teaching and Learning in Mobile, AL, May 11-12, 2015.

Huling, N. & Sparks, M. (2013). *Acknowledging the elephant in the room*. Paper presented at the Southern States Communication Association, Louisville, KY.

Huling, N. & Sparks, M. (2014). *Know your audience*. Paper presented at the Southern States Communication Association, New Orleans, LA.

Sparks, M. & Huling N. (2011). *Piecing together the puzzle: an activity for building an organized speech*. Great Ideas for Teaching Speech presented at the 81st Annual Convention of the Southern States Communication Association, Little Rock, AR.

Sparks, M. (2011). *Organizing an outline and speaking notes for your speech*. Great Ideas for Teaching Speech presented at the Alabama Communication Association, Montgomery, AL.

Sparks, M. & Huling, N. (2012). *Inviting social media into class discussion*. Paper presented at the Alabama Communication Association, Mobile, AL.

GRANT AWARDED

Sparks, M.S. (2018, August). *Student Worker Program - Historic Preservation - Madison Hunter*, Alabama Historical Commission, \$2,000.

PROFESSIONAL PRESENTATIONS AND TRAININGS

Sparks, M. & Williams, N. (2011, August). *Stretch for success learning community experience*. Panel presentation at the PowerPetal workshop, Mobile, AL.

Sparks, M. & Taylor, A. D. (2012, August). *Teaching learning communities*. Panel presentation at the Innovations in Learning Center, Mobile, AL.

Sparks, M. (2017, April). *Interns: More than a coffee runner*. Presenter at Fuse Factory Meeting, Mobile, AL.

Sparks, M. (2017, April). *Successful communication*. Association of Legal Administrators, Mobile, AL.

Title IX Pregnancy and Parenting Support Workshop, 2024

Great College Teaching (Where it happens and how to foster it everywhere) Webinar, 2023

Demystifying Generative AI Workshop, 2023

Black Faculty Staff Association Education Summit: Retention, 2022

ILC Mayhem Course, June 2021

Canvas Training, Summer 2020

Active Shooter Training, April 2018

Cyber Security Training, 2017-Present

Concur Training, 2016-2017

Professional Leave Training, 2016-2017

Workplace Harassment Prevention Training and Prevent Sexual Violence Together, 2011-Present

Team-based Learning Workshop, April 8-10, 2015

Degree Works Training Workshop, September 2015

USA Online Sakai 101: Parts 1-4, University of South Alabama, May, 2013

PROFESSIONAL SERVICE TO THE UNIVERSITY OF SOUTH ALABAMA

- **Member and Speech Coach**, Convocation Committee, 2014-present
- **Member**, Support and Development Awards Committee, 2017-2018
- **Guest Speaker**, Office of New Student Recruitment Training, 2017

College of Arts and Sciences Committees

- **Member**, General Education Committee (CA 110), 2020-2022
- **Member**, Admissions Appeal Committee, 2016-2017
- **Member**, Faculty Awards Committee, 2015-2016, 2012-2014

- **Member**, JagPal Interview Committee, Spring 2013
- **Member**, Undergraduate Academic Standards Committee, 2012-2013, 2010-2011

Department of Communication Committees

- **Chair**, Graduation Recognition and Awards Ceremony, 2018-Present
- **Member**, Accreditation and Assessment, 2023-present
- **Member**, Chair Search Committee, 2023-2024
- **Coordinator**, Building Safety, 2022-present
- **Member**, Undergraduate Scholarship Committee, 2021-2022
- **Chair**, High School Public Speaking Contest, 2010-2021
 - Coordinate, plan, implement and evaluate a public speaking contest providing local high school students an opportunity to exercise their speaking skills in a professional setting.
 - Manage communication (public relations, awareness, correspondence with students, teachers, volunteers, and sponsors)
 - Plan a workshop for students and teachers to prepare for the contest
 - Secure sponsorships for the event
 - Recruit judges, students and volunteers
- **Chair**, Alumni Committee, 2007-2012, **Member** 2012-2018
- **Member**, Mass Communication Search Committee, 2017-2018
- **Member**, Public Speaking Search Committee, 2017-2018
- **Member**, Communication Day, 2016-2017
- **Member**, Curriculum Committee, 2012-2016, 2008-2009, 2023-present
- **Member**, Events Committee, 2013-2015
- **Member**, Public Relations Committee, 2011-2012
- **Member**, Facilities and Planning Committee, 2009-2010
- **Member**, Undergraduate Studies Committee, 2007-2009, 2023-present
- **Member**, Long-Range Planning Committee, 2007-2008, **Graduate Student Member**, 2000-2002
- **Member**, Web Page/Departmental Server Committee, 2007-2008

PROFESSIONAL DEVELOPMENT – UNIVERSITY OF SOUTH ALABAMA

PETAL and Innovation in Learning Center Workshops

- How to Use Site Statistics Tool in Sakai, March 2014
- Quality in Assessment and Collaborative Learning, June 2013
- Applying the Quality Matters Rubric to Online and Blended Courses, June 2013
- Using PowerPoint, September 2009
- Athletes as Students, September 2009
- Dealing with Disruptive People in the Classroom and Beyond, October 2009
- Direct Assessment in Learning, October 2009
- Counseling and Testing Services Seminar - Identifying and Referring Distressed Students, November 2009

New Faculty Development Program

- Problem Solving and Critical Thinking, March 2008
- Motivating Students, February 2008
- College of Arts and Sciences New Faculty Advising Workshop, February 2008
- Assessment and Evaluation, November 2007
- Class Management and Plagiarism, October 2007
- Course Design and Development Seminar, September 2007

Academic Success and Retention

- First Year Experience Faculty Development Workshop, 2008-2014, 2016-present
 - Guest Speaker, 2016 and 2017
 - Share Fair, 2023
- Jag Pal Video, mini-lecture on communication skills used in their training program
- Summer Start Program, 2023
- Summer Bridge Program, 2022

AWARDS AND RECOGNITIONS

- **Recognition**, Faculty Appreciation Men’s Football, 2024
- **Recognition**, Faculty Appreciation Women’s Volleyball, 2022
- **Award**, “College of Arts and Sciences Excellence in Academic Advising Award,” April 2019
- **Award**, “Top Prof,” University of South Alabama, Azalea Chapter Mortar Board, November 2018
- **Award**, “Dr. Glenn Sebastian Faculty Member of the Year Award,” University of South Alabama Student Government Association, April 2018
- **Recognition**, Scholar Athlete Breakfast, November 2017 and 2019
- **Recognition**, Scholar Athlete Breakfast, October 2016
- **Recognition**, Guest Coach, USA Men’s Basketball Team, February 2016
- **Award**, “Top Prof,” University of South Alabama, Azalea Chapter Mortar Board, November 2015
- **Award**, “Top Prof,” University of South Alabama, Azalea Chapter Mortar Board, November 29, 2013
- **Recognition**, “Outstanding Service to Phi Mu Fraternity,” For dedication and commitment as Alumnae Advisor for four years, the Kappa Omega Chapter purchased a brick at the National Phi Mu Fraternity in Peachtree City, GA, March 2012
- **Award**, “Teaching Excellence Award,” University of South Alabama, College of Arts & Sciences, 2010-2011, September 28, 2011
- **Award**, “National Collegiate Member of the Year,” Phi Mu Fraternity, July 2000

PROFESSIONAL MEMBERSHIPS AND INVOLVEMENT

University of South Alabama Alumni Association, August 2012-Present
Alabama Communication Association, 2010-2012
Southern States Communication Association, 2010-2015
Legal Marketing Association, 2003-2007

PROFESSIONAL SERVICE TO THE COMMUNITY

Coach

- Azalea Trail Maid, interview coach, 2017, 2021, 2023
- Midtown Optimist Club, speech contest judge, 2021-2022
- Boy Scouts of America, public speaking coach, (2017 and 2020)

Judge

- Corpus Christi Civic Oration Contest, 2013-2015
- Mary G. Montgomery Oratorical Contest, 2013-2014
- Phi Mu Fraternity, Scholarship, 2023 and Miracle Man Contest for CMN Philanthropy, 2022

Guest Speaker

- Phi Mu Fraternity, Communication and Conversation Workshop, 2023
- Distinguished Young Women Life Skills Academy, 2018
- Baker High School, 2015-2016
- Corpus Christi School Speech Contest, 2013-2016
- High School Public Speaking Contest Workshop, 2013-2014
- School of Education and Professional Programs Secretarial Retreat, 2013-2014
- Public Relations Student Society of America Meeting, 2013-2014

COMMUNITY INVOLVEMENT

McGill-Toolen, 2018-present

- **Volunteer**, Dirty Dozen Volleyball Program, 2018-2022
- **Volunteer**, Men's Soccer, 2023-present

Corpus Christi School, 2010-2023

- **President**, School Advisory Council, 2019-2020
- **Vice-President**, School Advisory Council, 2018-2019
- **Secretary**, School Advisory Council, 2017-2018
- **Chair**, Enrollment and Retention Committee, 2017-2019
- **Member**, Public Relations and Development Committee, 2012
- **Member**, Parent Teacher Organization (PTO), 2014-2017
 - **Officer**, Secretary and Vice-President, 2014-2017
- **Volunteer**, Room mom, 2015-2017, 2020-2023
- **Leader**, Seton Sisters, 2019

Girls Scouts of Southern Alabama, 2010-2018

- Troop leader

Phi Mu Alumnae Chapter, 2000-present

- Public Relations Adviser, 2015-present
- Chapter Adviser, 2008-2012
- Alumnae President, 2001-2003

American Heart Association, 2003-2007

- Raised money and recruited employees to participate in their primary fundraiser, Annual Heart Walk.

United Way, 2003-2007

- Directed Hand Arendall, L.L.C. law firm in fundraising.