

*2021 Curriculum Vitae*  
**Kristin Thompson Scroggin**  
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## Education

### **University of Alabama**, Tuscaloosa, Alabama

*Master of Arts, 2005*

- Major: Communication Studies
- Practicum Experience: Teaching Internship at Calhoun Community College

### **University of Montevallo**, Montevallo, Alabama

*Bachelor of Arts, 2000*

- Major: Speech Communications
- Honors: Senior Elite Communications Student, Lambda Pi Eta Communications Honor Society President

## Teaching Experience

### **The University of Alabama in Huntsville**, Huntsville, Alabama

*Lecturer*

*August 2007-June 2017*

- Courses: Human Communication (231), Introduction to Rhetorical Communication (113), Business Communications (313), Nonverbal Communication (330), Small Group Communication (205, Organizational Training and Development (451/551), First Year Experience (100). Average course size of 25-30. Avg SIE: 3.76
- Advisor for more than one quarter of Communication Arts majors, spearheaded the internship program, thesis program and multiple on-campus outreach programs.
- Recipient of Distinguished Faculty Member Award for the College of Liberal Arts from the Student Government Association, May 2009.
- First teacher in the College of Arts & Sciences to implement a flipped classroom method and hybrid teaching.

### **Columbia College**, Redstone Arsenal, Alabama

*Adjunct Instructor*

*June 2006 – September 2007*

- Primary teaching areas: Interpersonal Communication, Small Group Communication, Public Speaking. Average course size of 20.

**John C. Calhoun Community College**, Huntsville, Alabama

*Adjunct Instructor*

*January 2006-July 2007*

- Primary teaching areas: Public Speaking. Average course size of 27.

Professional Work Experience

**genWHY Communication Strategies**

*June 2013 - present*

*Professional Speaker*

- Custom-designed training program, keynote presentations, and breakout sessions for 170+ organizations wanting to improve their ability to attract and retain multiple generations in one workplace. Customers include: NASA, (MDA) Missile Defense Agency, US Army, Lockheed Martin, Airport Consultants Council (ACC), Jacobs, Mitsubishi Polysilicon, Teledyne Brown, Northrup Grumman, Wake Forrest School of Medicine, Charter Spectrum, Ultimate Software, State of Alabama SHRM, and more. Find the full list of clients and conferences at [www.genwhy.com/past-clients](http://www.genwhy.com/past-clients)

**University of Alabama in Huntsville Professional & Continuing Studies**

*June 2009 - May 2017*

*Professional Training and Development Specialist*

- Conducted multiple training sessions for Professional Clients on Effective public speaking and Nonverbal Communication
- Clients included: International Space Station Payload Operation NASA/ Teledyne Brown, AMRDEC, SENTAR and more.

**College Lady**

*Private College Consultant*

*September 2002 - December 2005*

- Created business in 2002 and assisted over ninety-five high school seniors in Madison and Limestone Counties with their college plans.
- Clients included five National Merit Scholars and forty-six students with 30+ ACT scores.
- Assisted in finding over 2.6 million dollars in scholarships for clients.

**Tips from the Disney Diva**

*May 2002 - June 2011*

*Blog Owner*

- Launched a Walt Disney Parks tips blog and grew it from nothing to over 100,000 readers and a large Facebook and YouTube following with over 30 paid writers.
- Sold the blog in 2011 at a profit.

**Virginia College.**

*August 2000 – May 2002*

### *High School Public Relations and Recruitment*

- Traveled to eighty high schools in North Alabama giving in-classroom presentations on personality and making good career choices.
- Assisted in increasing High School enrollment at Virginia College by 80%.
- Co-created summer program for area High School seniors.
- Created and advised Virginia College Student Ambassadors Program.

### Academic Service

#### **Honors, Awards, and Other Forms of Special Recognition**

- Recipient of Distinguished Faculty Member Award for the College of Liberal Arts from the Student Government Association, May 2009
- Honored at last UAH Basketball Home game for Public Relations campaign 2010.
- Nominated to receive UAHuntsville's Exemplary Student Mentoring and Advising Award 2009.
- Requested to speak by students, and the Director of Student Activities, at the on-campus memorial service for Sarah Chapman on behalf of the UAHuntsville faculty, September 2008.
- Faculty Spotlight article written in The Exponent (UAH student newspaper), April 2008.

### **Advising and Mentoring Students**

#### **Advising**

- Discovered and developed relationships with local companies and organizations to allow students to find senior internships. Coordinated multiple internships.
- Advised more than one quarter of Communication Arts Majors 2017.
- Faculty representative at Student Meet and Greet 2015.
- Internship-track advisor for Communication Senior Seminar courses.
- Designed a supplemental (after POS is completed) advising sheet and spreadsheet that can be used by the department to keep students on track with their courses.
- Revived the Communication Arts Internship program with local businesses and brought seventeen new companies on-board.
- Have advised one hundred and seven professional internships as of October 2015.

#### **Theses**

- 2008-2009 Advised Communication Arts senior thesis projects.
- 2007-2008 Advisor for Amanda Sanders thesis "Photoshop's Effect on the Self-Image of Young Women".
- 2009 Advisor for Jonathan Reeder's thesis "Biblical Portrayals of Female Leadership".

- 2009 Advisor for Grace Stapf's thesis "Organizational identity as a facilitator of communication efficiency in volunteer organizations.

### **Curriculum Development**

- 2016-2017 Hybrid course development for CM 313 Professional Communication
- July 2011 (6 successful years) Implemented Flipped Classroom Method in CM 113, CM 231, CM 313 & CM 330 courses.
- Developed a cross-listed Graduate Level Training and Development Class for UAH MBA Students.
- January 2009 approval received for CM 451 Organizational Training and Development. Taught Spring of 2009 with distance learning, podcasting, and in-class lecture components.
- Assisted with re-design of Communication Arts Senior Seminar course to include a second option that allows students to complete an internship and take a comprehensive exam.

### **Service to the Institution**

#### **Department and University-Wide Service**

- College of Arts, Humanities, and Social Sciences Outreach Committee – 2017.
- Hiring Committee for UAH Communication Arts Lecturer – 2016.
- Advised the national competition winner, a graduate representative of UAHuntsville, in the three-minute thesis challenge – 2014.
- Advised the second-place national competition winner in the three-minute thesis challenge as the UAHuntsville representative for 2015.
- Advised the 2016 Finalist from UAH in the three-minute thesis challenge.
- Hiring Committee for UAHuntsville Student Service Graphic Designer - 2013
- Presentation Skills Training for UAHuntsville Nursing Department - 2013
- Hiring Committee for UAHuntsville Athletic Director - 2011
- UAHuntsville Basketball Program – Public/Student Relations program, 2009-present
  - Increased student participation by over 300% in less than one year.
  - Designed theme-based nights for basketball home games.
  - Worked with Procurement office and Student Affairs to purchase incentives to give to students attending games.
  - Administrate social media including fan-based website, Twitter and Facebook accounts.
  - Design promotional activities for student athletes to interact with students.
- Orchestrated and coordinated *Midnight Madness* pep-rally, 700+ attendees, 2010.
- Co-designed & coordinated *Muddy Mayhem* event with Physical Education Department, 250+ participants, 2010.
- Co-designed *Bounce-off for Charity* event to raise money for Magic

Moments of Alabama with UAH Library, 2010.

- Chartered Blue Crew student pep-squad – Faculty Advisor, 2010.
- Apollo Project – Faculty Advisor, Communications, 2010.
- Invisible Children – Faculty Advisor, 2010.
- UAHuntsville Chargers logo re-design committee, 2010.
- Communication Arts Business Communication, Curriculum/ Adjunct Coordinator, 2010.
- Judge for APA Miss Black and Gold Pageant, 2010.
- Judge for “Rock Band Idol” at UAH’s Spring LAN party, 2010.
- Lambda Pi Eta National Communications Honors Society- Faculty Advisor, 2007-2010.
  - UAH Panhellenic “Speak Up! Speak Out!” Keynote Speaker, 2009.
  - UAH Music Department – Volunteer Singer in Fundraising Cabaret, 2009.
  - United Way – Dunking Booth Tank Volunteer, 2009.
  - Communications Department Internship Coordinator, 2009-2009.
  - Consultant in the re-designing of UAHuntsville’s Student Government Association, 2009.
  - Chaperone for the SGA trip to Atlanta, GA 2009.
  - Guest Speaker for the UAHuntsville Nursing Program, 2009.
  - Chaperone for the SGA trip to Niagara Falls, NY, 2009.
  - Communications Department Chili Cook-off – Coordinator, 2008, 2009.
  - “Just Move It” Competition – “Joggin’ with Scroggin” Team Captain, 2008, 2009.
  - Admissions Recruitment – Liberal Arts Representative, 2008.
  - United Way – Communications Department Coordinator, 2008.
  - “Suits Me” Consignment Sale – Faculty Advisor, 2008.
  - Communications Distinguished Speaker program – Hospitality Coordinator, 2008.

### **Professional service to the public**

- Leadership Huntsville Diversity Day speaker 2017
- Interviewed by Channel 19 about Social Media Apps and pre-teens 2016
- Speaker at Leadership Huntsville/ Madison County on Generations at Work November 2013.
- Speaker at North Alabama Society for Human Resource Management (NASHRM) on Generations at Work - October 2013.
- Speaker at Huntsville ROTOACT on Millennials getting along with Baby Boomers - May 2013.
- Contracted Trainer, NASA/ Teledyne Brown - UAHuntsville Professional and Continuing Studies.
- Contracted Trainer, (U.S. Army Aviation and Missile Research, Development & Engineering Center).
- Columnist, Disneydispatch.com

- Instructor, UAHuntsville Professional and Continuing Studies – Public Speaking skills 2010- 2009. (two 15 hour sections)
- Instructor, UAHuntsville Interior Design Program. 2008, 2009.
- -Volunteer Speaker to the Limestone County Gifted Education Program 2008, 2009, 2010.

### **Service to the Discipline**

- Presenter at the Western Communication Association Annual Conference in Anaheim, Florida on using Disney in the Classroom, 2014.
- Presenter at National Communication Association National Conference in Washington, DC on Flipped Classroom Method Implementation 2013.
- Presenter at National Communication Association National Conference in Orlando, Florida on Disney in the Classroom. 2012.
- Member of the National Communications Association.
- Member of the Southern States Communication Association.

### **Professional Development**

- CANVAS training
- FERPA training
- Podcast training
- UAH Blackboard training
- ANGEL training
- UAHuntsville Distance Learning seminar

### **Academic Writings**

2008 – Instructional Mini-Grant “Boosting opportunities for the visual and kinesthetic learner in the higher education classroom.”

2005 -"Teaching at the Community College Level: A Practicum." Masters Colloquium.

2005 -"Memorable Messages for Leaders: A Study of Bono." Submitted to the Southern States Communication Association.

2005 - "Are they Lovin' it? Diving into the Corporate Culture within the McDonald's Corporation." Submitted to the Rocky Mountain Communication Review.

### Research Interests

Generations in the Workplace, Leadership, Flipped Classroom Methodology, Memorable Messages, Building Community in the College Classroom. Human Communication Theory, Training and Development Program Design.