

MARK J SCHAEFERMEYER

Virginia Commonwealth University
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EDUCATION

- 1977-1982 Ph.D., Communication (Degree Granted: September, 1982), The Ohio State University, Columbus, Ohio
- 1974-1976 M.A., Communication (Degree Granted: June, 1976), University of South Florida, Tampa, Florida
- 1970-1974 B.A., English (Degree Granted: June, 1974), Virginia Polytechnic Institute and State University, Blacksburg, Virginia

PROFESSIONAL EXPERIENCE

Associate Dean, Graduate School, Virginia Commonwealth University, Richmond, VA, March, 2004 to present.

- University Graduate Council-Programs and Courses Committee, Admissions and Appeals Committee.
- Oversees Graduate School's Leaders and Entrepreneurs Academy for Professional Development (LEAPD) program.
- Oversees Preparing Future Faculty (PFF) Program.
- Program Director, Master of Interdisciplinary Studies (MIS) degree program.

Associate Director for Web-based Assessment, Division of Assessment and Reporting, Virginia Department of Education, Richmond, VA, September, 2000 to March, 2004.

- Served as project manager for WEB-based Standards of Learning (SOL) testing including development and implementation.
- Served as liaison between contractor of online testing program and Commonwealth of Virginia school division Directors of Testing.

Assistant Director, Program Development, Division of Continuing Education, Virginia Tech, Blacksburg, VA, March, 1997 to September, 2000.

- Developed and planned continuing education programs with University faculty in the College of Architecture & Urban Studies and College of Arts & Sciences.
- Served as Continuing Education Project Director for Northern Virginia IT Certificate Initiative and Master of Information Technology degree program.

Assistant Director, Transfer Affairs, Undergraduate Admissions, Virginia Tech, Blacksburg, VA, April, 1993 to March 1997.

Academic Advisor, University Academic Advising Center, Virginia Polytechnic Institute and State University, July, 1991 to April, 1993.

Information Officer (Special Assignment), Media Services, Virginia Polytechnic Institute and State University, March, 1992 to August, 1992.

Assistant Professor, Department of Communication Studies, Virginia Polytechnic Institute and State University, September, 1986 to June, 1991.

Assistant Professor, Center for Programs in the Humanities/Department of Communication Studies (Joint-Appointment), Virginia Polytechnic Institute and State University, September, 1984 to August, 1986.

Assistant Professor & Chair, Department of Communication, Davis & Elkins College, Elkins, West Virginia. September, 1982 to August 1984.

Instructor (Full-time), Department of Speech & Drama, Mount Union College, Alliance, Ohio. September, 1981 to August, 1982.

CONFERENCE PARTICIPATION (Recent)

PAPERS AND PRESENTATIONS:

- Schaefermeyer, Mark J. “Going Paperless: Revisited.” Presentation at 2010 Portsmouth VA SETA (SunGard Higher Education Technology Association) Conference, November 9, 2010, Portsmouth, VA.
- Schaefermeyer, Mark J. and Rochelle Jordan. “Going Paperless: Using Blackboard and Imaging for Admissions.” Presentation at SETA Charlotte 2008, November 3rd, 2008, Charlotte, NC.

- Schaefermeyer, Mark J. “Using TS189 and an Online Application.” Presentation at SETA (SunGard Higher Education Technology Association) Southeast 2007, April 16, 2007, Destin, FL
- Schaefermeyer, Mark J. “Building Strategies that Drive Graduate Student Enrollment.” Presentation at 2007 National Association of Graduate Admissions Professionals (NAGAP) Conference, April 25-28, 2007, Orlando, FL.
- Schaefermeyer, Mark J., “How I Learned to Stop Worrying and Love Enrollment Management.” Presentation at 2005 NAGAP Conference, April 20-23, 2005, Chicago, IL.
- Schaefermeyer, Mark J. and Sarah J. Susbury, “High Stakes Testing in an Online Environment: Choices and Challenges.” Presentation at CCSSO National Conference on Large Scale Assessment, June 23-26, 2002, Palm Desert, CA.
- Schaefermeyer, Mark J., “Services – Driving Toward Interoperability: Systems Integration Case Studies.” Panel presentation at K-12 Markets and Opportunities Conference, March 25-26, 2002, Boston, MA.
- Schaefermeyer, Mark J. and Laura Worley Fornash. “Northern Virginia Technology Initiative “Building a World Class Workforce—Virginia Tech Graduate Program in Information Technology.” Presentation at National IT Workforce Convocation, April 12-13, 1999, Austin, TX.
- Schaefermeyer, Mark J., Laura Worley Fornash, Scott Midkiff. “Innovation in Graduate Program Delivery: A Role for Continuing Education in Responding to Workforce Education in Information Technology.” Presentation at “Gaining a Competitive Edge: A UCEA Forum on Competition in the Workforce Education Market,” January 14-14, 1999, Washington, D.C.
- Leffel, Linda G., Mark J. Schaefermeyer, and Shanan Gwaltney. “Survey Research and the Technical Skills Shortage.” Presentation at “Closing the Gap: A National Forum on the Information Technology Skills Shortage,” January 22-23, 1998, Washington, D.C.

SEMINARS:

- Leader & Planner, “Computer Mediated Communication (CMC) and Cultural Distance,” SCA Seminar Series, Speech Communication Association Annual Meeting, October 28, 1992, Chicago, IL.

PROFESSIONAL ACTIVITIES

- Student Track Program Chair for SunGard Education Technology Association (SETA) regional annual meetings in April, 2007, November, 2008 and November 2010.
- External Grant Reviewer, for Ohio Board of Regents, The EnterpriseOhio Network Productivity Improvement Challenge Program: “Building Two-Year Campus Capacities to Provide Skill Match Services to Employers and the Workforce.” May, 1999.
- External Grant Reviewer for Ohio Board of Regents, The EnterpriseOhio Network Productivity Improvement Challenge Program: “Increasing the Availability of Ohio Workers with Marketable Information Technology Skills.” April, 1999.
- Member, Steering Committee, Commission on Visual Communication, Speech Communication Association, 1991-1992.
- Manuscript Referee: Submissions to Popular Culture Journal, 1991-1992.
- Chair, Commission on Visual Communication, Speech Communication Association, 1990-1991.
- Program Planner for Commission on Visual Communication, Speech Communication Association Annual Meeting, Atlanta, November, 1991.
- Program Reviewer: Submissions to the Media Forum Series for Speech Communication Association Annual Meeting, November, 1990, Chicago, IL.
- Member of planning committee for Eleventh International Colloquium on Communication, Mountain Lake Conference Center, July 24-29, 1988.