

# LAURA MARCH

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## SUMMARY

Experienced educator, technologist, and web developer with a strong background in multimedia creation, learning design, and research. Knows the value of digital technology and its ability to make an impact. Leads initiatives and problem-solves effectively using highly developed interpersonal skills.

## EDUCATION

### The University of North Carolina at Chapel Hill

- PhD Candidate (ABD): School of Information & Library Science  
2022, GPA: 4.0

### The Pennsylvania State University

- Master of Science: Art Education  
2013, GPA: 4.0
- Master of Education: Learning, Design, and Technology  
2013, GPA: 4.0
- Bachelor of Art: Integrative Arts  
2007, GPA: 3.9

## RESEARCH & PUBLICATIONS

### Theses

- March, L. (Defense in March 2022). *Behind the screens: Social media managers at cultural institutions*. [Doctoral dissertation]. The University of North Carolina at Chapel Hill.
- March, L. (2013, May). [Memes to an end: An analysis of online activist art](#). (Publication No. 17619) [Art Education Master of Science thesis]. Electronic Theses and Dissertations Database for The Pennsylvania State University.
- March, L. (2013, May). ["Make it happen, students!" Digital activism, social media, and the Penn State Blue Out](#). [Unpublished Learning, Design & Technology Master of Education thesis]. The Pennsylvania State University.

### Peer-Reviewed Publications

- Melo, M. & March, L. (In Press, 2021). [By the book: A pedagogy of authentic learning experiences for emerging makerspace information professionals](#). *Journal of Education for Library and Information Science (JELIS)*. DOI: 10.3138/jelis-2020-0046
- Melo, M., March, L., & Hirsh, K. (2021, September 22). [Examining the Impacts of the COVID-19 Pandemic on Library Makerspaces and LIS Makerspace Curricula](#). *Proceedings of the Association for Library and Information Science Education Conference*. ISSN: 2573-2269.
- March, L. (2020, December 7). [Rebel reviewers: Social media review pages as sites of Confederate memorial discourses](#). *First Monday (25)12*. DOI: 10.5210/fm.v25i12.10221
- March, L. & Dasgupta, S. (2020, October). [Wikipedia edit-a-thons as sites of public pedagogy](#). *The 23rd Proceedings of the ACM on Human-Computer Interaction – Computer-Supported Cooperative Work and Social Computing 4(CSCW2)*. DOI: 10.1145/3415171
- March, L. & Lee, J. (2016, March 21). [Teaching teachers to teach online: How to implement an evidence-based approach to training faculty](#). *Society for Information Technology & Teacher Education* (pp. 696-702). Association for the Advancement of Computing in Education (AACE).

### Invited Publications

- March, L. & Gibson, A.N. (In Press, 2022). Inclusion on the Internet. In C. A. Copeland (Ed.), *Differing abilities and the library: Fostering equity for patrons and staff with disabilities*. Libraries Unlimited.
- Lee, J., March, L., & Peters, R. (2015). [Faculty training and approach to online education: Is there a connection?](#) *American University Center for Teaching, Research & Learning*.
- March, L. (2012, December). [Social media as visual research](#). *National Art Education Association News*, 54(5), p. 20

# LAURA MARCH

## HONORS & AWARDS

### Digital Dissertation Fellow (2021)

- Support for innovative research

### EDUCAUSE Featured Presenter

(2017)

- *Evolution of Learning Design to Support Innovation in Teaching & Learning*

### AAC&U Featured Presenter (2015)

- *Realize Your Goal: ePortfolios to Track Students' Path to Program Goal Fulfillment*

### Face of PSU (2012)

- Awarded for "Contributions & Pioneering Spirit"

### Huffington Post (2012-2015)

- Featured Blogger

### WeightWatchers.com (2009)

- Most read author, 11M views

## GRANTS & SCHOLARSHIPS

### Carnegie Research Grant (2021)

- Funding for dissertation research participants, UNC-Chapel Hill (\$200)

### NSF Early Career Program (2021)

- PI: Dr. Marijel Melo. Role: Graduate Research Assistant (\$6,384 of \$715,023)

### Research Assistantship & Asheim Fellowship (2018-2021)

- School of Library and Information Science, UNC-Chapel Hill (\$37,000)

### IMLS Career Grant (2019-2020)

- PI: Dr. Amelia Gibson. Role: Graduate Research Assistant (\$48,700 of \$336,649)

### Clare Dahlia Snetsinger Memorial Arts Scholarship (2003)

- Undergraduate tuition award

## Juried Presentations

- March, L. (2021, July 1). [\*Dank memes with exclusionary themes: Cultural institutions, social media, and perpetuating cultural hegemony online\*](#). DCDC21: Discovering Collections, Discovering Communities Virtual Conference. UK National Archives & RLUK.
- March, L. & Gibson, A. (2020, May 6). [\*Disabled people use the Internet! Building and maintaining inclusive library spaces online\*](#). The Exchange: An ALCTS/LITA/LLAMA Collaboration Virtual Conference.
- March, L. (2016, November 8). [\*Curriculum design: The missing link between learning outcomes and online course syllabi\*](#). USCA National Distance Learning Week Virtual Conference.
- March, L. (2016, October 26). [\*Practicing what we teach: Evaluating online faculty training programs\*](#). EDUCAUSE.
- Regnér, L. & March, L. (2015, January 24). [\*Realize your goal: ePortfolios to track students' path to program goal fulfillment\*](#). Presented at AAC&U.
- March, L. (2014, March 29). *Internet memes as visual research*. National Art Education Association Conference.
- March, L., Shapiro, S. (2014, February 3). [\*Viral viability: Student campaigns & engagement through social media\*](#). EDUCAUSE ELI.

## Invited Presentations

- Melo, M., March, L. & Hirsh, K. (2021, July 15). [\*A Hidden Link to Foster Equity and Inclusion? A Study on the Defining Features of Academic Makerspaces\*](#). MIRA: Makerspaces for Innovation and Research in Academics Conference.
- Melo, M. & March, L. (2020, March 17). [\*Making space for memes: Creativity and self-expression in makerspaces and online communities\*](#). Uplifting Memes, The University of North Carolina at Greensboro. (Program cancelled due to COVID-19)
- Dick, A., March, L. & Wilson, B. (2017, November 2). [\*Evolution of learning design to support innovation in teaching & learning\*](#). EDUCAUSE.
- Carlman, A., Geldwert, D., March, L. & Murphy, E. (2014, April 19). [\*Digital do-gooders panel\*](#). AU Social Learning Summit.
- Martinez, U., March, L. & Lin, Y. (2013, May 7). *The rhizomatic community: Interconnecting art education through mentoring*. NAEA.
- Dietz, A., March, L. & Meyer, M. (2012, May 31). *Engagement & collaboration with students, faculty & staff*. Social Media Summit.
- Rolling, J., March, L., Pilato, N., Jung, Y., Lewis, L., Knight, W., Carpenter, B.S. & Powell, K. (2012, March 2). *We are Penn State: Healing in the shadow of a climate of silence*. NAEA.

# LAURA MARCH

## DESIGN & TECHNICAL SKILLS

- Instructional Design (ADDIE, Rapid Prototyping, Backwards Design, Articulate, Captivate)
- Content/Learning Management Systems (Blackboard, Canvas, Sakai, CoursePress)
- Curriculum Development
- Website Design & Coding (HTML, CSS, WordPress, Drupal)
- Website & Learning Analytics
- Graphic Design
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Spark, Premier)
- Microsoft Office (Word, Excel, PowerPoint, Teams, Outlook)
- Database Software (MySQL, Microsoft Access)
- Video Conferencing (Zoom, WebEx, Adobe Connect, Collaborate)
- Qualitative Research (NVivo, MaxQDA, Dedoose, ATLAS.ti)
- Quantitative Research (R, STATA, SAS)
- Training & Performance Management
- Social Media & Engagement
- iPhone/iPad App Development
- Mac & Windows Environments

## SELECTED TEACHING & TRAINING EXPERIENCE

### The University of North Carolina at Chapel Hill

- Instructor, *INLS 161: Tools for Information Literacy*
- Senior Instructional Designer (2 years)

### American University

- Designed, taught, and managed online faculty training (4 years)
- Developed and taught *UGST 196: The Art of Online Presentation*

### The Pennsylvania State University

- Designed and taught face-to-face, hybrid, online, and MOOC classes (3 years)

## Guest Lectures

**The University of Florida:** "Researching social media." (2021). ENC 6428: Digital English: Rhetoric & Social Media

**The University of North Carolina at Chapel Hill:** "Reference consulting." (2021). INLS 501: Information Resources & Services. "Myths of 'postracial' society / The myth of ILS neutrality & allyship." (2020). INLS 737: Information Services in a Diverse Society.

**East Stroudsburg University:** "Creative & technical career advice." (2020). DMET 495: Seminar in Digital Media Technologies.

**American University:** "Memes: Evolution, ghosts, and LOLcats." (2014-2017). COMM 100: Understanding Media; COMM 608: Social Media Strategy & Tactics.

**The Pennsylvania State University:** "Blue Out Penn State." (2012). COMM 260W: News Writing & Reporting.

## WORK EXPERIENCE

**The University of North Carolina, Chapel Hill, NC: 2017-Present**  
*Asheim Fellow, Research Assistant & Instructor (2018-Present)*  
[Digital Innovation Fellow](#); Member of the [EITM Lab](#); [CEDI Lab](#); Digital Accessibility Advisory Team; and Graduate Student Affiliate at [CITAP](#).

- Planned and completed research projects and wrote peer-reviewed journal articles, conference presentations, a book chapter, and public research products.
- Interviewed research participants in-person and virtually, transcribed audio, coded and analyzed data (using grounded methods, thematic analysis, and quantitative tests).
- Designed, created, and updated lab websites ([CEDI](#) and [EITM](#)). Ensured content conformed with WCAG accessibility requirements and SEO best practices.
- Taught INLS 161: Tools for Information Literacy. Redesigned curriculum and streamlined over 200 pages of dispersed content into a single hybrid course site.

# LAURA MARCH

## RECOMMENDATIONS

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“Laura stands out for all the right reasons. She is intelligent, motivated, personable, and capable in addition to possessing a technological skill set that is tremendously important in the digital age. Laura combines the social justice mindset of an educator with the drive of a professional and the intellectual curiosity of an academic.”

– Dr. Dana Carlisle Kletchka  
*Palmer Museum, Penn State*

“Laura March is extraordinarily gifted and talented. She has brought the IAH into the twenty-first century, doing everything from Google docs and Facebook updates to old-fashioned cold calling. She seems endlessly resourceful and creative; there is literally nothing she has not been able to handle. She has my very highest recommendation.”

– Dr. Michael Bérubé  
*Institute for the Arts & Humanities*

“Laura March’s passion for teaching, knowledge of educational technology, and drive is unmatched. I was always impressed by Laura’s management style because her enthusiasm is infectiously motivating, and she has the ability to use her staff’s skills to their full potential. Any team would be lucky to have Laura as a manager.”

– Katlyn Burns  
*American University*

*Senior Instructional Designer, Carolina Office of Online Learning (2017-2018)*

Led the design and production of online courses and content.

- Supervised the instructional design team, managed project workflow, and built classes and entire academic programs by partnering with administrators, instructors, subject matter experts, and developers.
- Designed course sites and curricula for an 18-course Post-Masters Certificate in Digital Curation.
- Led the creation of a grant-based online training on youth with co-occurring intellectual/developmental disabilities and mental health concerns in one month and \$105,000 under budget.

**American University, Washington, DC: 2013-2017**

*Online Learning Trainer & Curriculum Developer*

Managed university-wide certification for all online instructors.

- Redeveloped training programs to focus on pedagogically-sound uses of educational technology (using Quality Matters), tripling the amount of online course instructors in one year.
- Supervised team of instructional technologists and designers.
- Created and managed a WordPress Multisite for ePortfolios, blogs, and websites with 802 sites and 2,192 users.
- Presented workshops that attracted 33% - 119% more attendees than average sessions.

**The Pennsylvania State University, University Park, PA: 2010-2013**

*Instructional Technologist, Education Technology Services (2012-2013)*

Advised faculty and staff on projects, tools, and services; tested technology; and created training documentation.

- Designed and produced interactive media components and assessments for the first introductory visual arts MOOC on an Apple platform, garnering over 49,500 subscribers in 3 months.
- Updated and redesigned Penn State websites to comply with ADA accessibility guidelines, preventing \$100,000 in fines.

*Graduate Assistant, Institute for the Arts & Humanities (2011-2013)*

Leveraged traditional and social media tools for engagement.

- Reduced publicity costs by \$27,000+ while increasing event attendance by 200% via digital marketing.
- Created and managed social media profiles, reaching 45,600+ post views and 2,400+ daily users.

*Art Education Graduate Assistant, Palmer Museum of Art (2010-2011)*

Facilitated community engagement with exhibitions by coordinating docent training, activity workshops, and event advertising.

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## RECOMMENDATIONS

[View all on my LinkedIn Profile](#)

“Everyone who knows Laura March will tell you that she’s smart, Mensa-smart. But that’s not the whole story. She is resourceful, agile, and quick to adapt. She can handle anything you throw at her. She sincerely cares about great instructional design, project-based learning, and achieving the highest standards in education. She also understands how to collaborate well – how to build partnerships at work. She’s a joy.”

– Robin Ashley McKinney  
*Graphic & Web Designer, COOL*

“Laura is a genuine pro. She is competent, organized, and efficient. As a speaker, she is thoroughly engaging. As a leader, she is both powerful and disarming – she has an expert way of interacting with clients and colleagues. As a coworker, Laura is incredibly congenial, fun, and lively. She loves learning new things and is eager to share what she has learned.”

– Roger Hobbs, Jr.  
*Carolina Office of Online Learning*

- Reduced biweekly docent meeting hours by 33% by transitioning in-person volunteer scheduling system to an asynchronous online process.
- Increased exhibition engagement by generating monthly “Palmer Puzzle” games and podcasts.

### **WeightWatchers.com, Inc. — New York, NY: 2007-2009**

*Project Manager of Editorial Queue & Web Design/UX Coordinator*  
Coordinated editorial team by prioritizing projects, proofreading content, and organizing creative assets.

- Managed assignments and quality assurance for 100+ pieces of online content per month.
- Designed all content visible to 5,600,000 monthly visitors.
- Wrote the most popular article of 2009 (11,000,000 views).

## SERVICE

### **Founding Co-Moderator, [The Meme Studies Research Network](#) (2020-Present), The University of Edinburgh, Scotland, UK**

An international and interdisciplinary research network connecting scholars and fostering discussions about memes from various academic fields, methodological practices, and standpoints.

### **Doctoral Student Association Representative (2019-Present)**

School of Information and Library Science, UNC-Chapel Hill.

### **Peer Mentor, EDUCAUSE ELI ID2ID Program (2016-2018)**

Collaborated with other mid-level instructional designers.

- Created “[Discussion Doctor: Fixing Your Forum Failings](#),” featured by *Inside Higher Ed* and circulated by 15 colleges and universities.
- Invited to speak about program at EDUCAUSE 2017.

### **Founder, Blue Out for Child Abuse Prevention (2011-2013)**

Created, organized, and managed a multi-year grassroots activist event that became a global news item.

- Media appearances: [NPR Morning Edition](#), [ESPN SportCenter](#), [TMZ Live](#), [ABC News](#), [Onward State](#), and [Deadspin](#).
- Managed social media with over 35,670 Facebook and Twitter supporters and received 18,000 earned media mentions.
- Recruited, trained, and managed over 70 volunteers who collected over \$34,000 in 6 hours.
- Designed all promotional visuals including an event t-shirt, which raised over \$156,000 in donations.

### **Title I Volunteer, State College School District, PA (2010-2011)**

Provided individual literacy tutoring to elementary students.

### **Mentor, Free Arts NYC, South-Central Bronx (2009-2010)**

Created and taught art classes for 28 6–8-year-olds.