Katherine (Katie) Pritchard
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Education

Masters of Science, Geography; December 2008
Virginia Tech
Bachelor of Arts, Geography; May 2006
Virginia Tech

Professional Experience

[Academic]

Technology Coordinator   January 2009 - Current
College of Natural Resources and Environment
Virginia Tech, Blacksburg, VA 24061

- *Global Responsibilities:*
  - Construct and serve as administrator for comprehensive technology programs integrated within courses to support innovative pedagogy, student engagement, & documentation/assessment systems.
  - Providing consultative services for faculty members to incorporate interactive learning technologies within their courses/programs/departments (Pamplin College of Business, College of Liberal Arts & Human Sciences, & College of Science)
  - Technology production (e.g., produce and edit lecture videos, podcasts, International Student Interviews)
  - Establish and maintain the course management system (e.g., create organizational schema, upload all forms/documents, populate & manage quizzes/tests/assignments)
  - Supervise all support personnel – university staff & students to include grading, monitoring, & technology training
  - Provide primary point-of-contact services (e.g., technical difficulties, problem-solve, contractual agreements with outside agencies, etc.) for all instructor(s), students, support persons, and collaborative entities before, during, and after class session(s) for live (face-to-face/traditional), online, and hybrid modes of instructional delivery.
- *Specific Responsibilities:*
  - Perform all tasks, directly & indirectly, to provide instructional support for course functionality – often, live/during class (e.g., create digital maps/graphics, moderate/participate in the turntable.fm international spin room, create/monitor text message live-polling through polleverywhere.com, real-time newsfeed based on instructor lecture)
  - Serve as Executive Editor of supplementary course website, www.plaidavenger.com, to include duties such as editing world leader biographies, creating "plaidcasts", and producing instructional videos
  - Generate, manage, & evaluate multidisciplinary events programming for students (detailed listing below).
- Create, manage, and administer all technological aspects related to course functionality for

multiple undergraduate classes within the Department of Geography to include courses designated as required coursework for the Curriculum for Liberal Education (CLE).

- GEOG 1014: World Regions – ultra-large class
  (Human and physical patterns of major regions of the world. Concepts and perspectives of geography as a social science; linkages and interdependence of nations and regions.)

Fall 2011: **2,670 students**	Spring 2012: **546 students**	Summer 2012: **122 students**
Fall 2010: **2,750 students**	Spring 2011: **572 students**	N/A - course not offered
Fall 2009: **1,109 students**	Spring 2010: **550 students**	Summer 2010: **81 students**
	Spring 2009: **572 students**	Summer 2009: **86 students**

- GEOG 2034: Geography of Global Conflict – Fall 2007, Summer 2010
  (Discussion of geographical dimensions of global conflicts: territorial, environmental, locational, segregational and perceptual. Explains the background to conflicts, documents the current status of conflicts and discusses the different points of view in conflict.)
- GEOG 3254: Geography of East Asia – Summer 2009
  (A geographical analysis of several modern states in East Asia, specifically China, Japan and the Koreas. Economic, political, and cultural change since the end of World War II.)
- GEOG 4054: Geography of Wine – large-class
  (Analysis of physical and cultural forces that shape the production, consumption, and great variety of wine in the world. Wine as a complex commodity is examined through its economic, social, political, and ideological impacts in different parts of the world throughout history.)

Spring 2012: **522 students**	Spring 2011: **522 students**
Spring 2010: **531 students**	Spring 2009: **549 students**

Graduate Teaching Assistant   August 2006 - January 2009
Department of Geography
College of Natural Resources and Environment
Virginia Tech, Blacksburg, VA 24061

- Served as Head Graduate Teaching & primary point of contact for multiple classes within the Department of Geography (average of ~300 students/semester).
- Responsibilities included: management of course management system including initial set-up & semester-long maintenance, document(s), presentations, technical issues, & assignments, quizzes, exams, and grading.

Professional Experience
[Public]

Freelance Cartographer   January 2006 - present
  Client: Kendall/Hunt Publishing Company for the textbook "The Plaid Avenger's World ed. 1-6,"
    Services: Created maps & graphics including, physical maps, political maps, diagrams, & charts

  Client: Peter Schmitthenner, Associate Professor, Department of Interdisciplinary Studies and History, Virginia Tech, in his article "Colonial Hydraulic Projects of South India"
    Services: Map production

Client: Glenn Bugh, Associate Professor, Department of History, Virginia Tech in his book "Cambridge Companion to the Hellenistic World, Cambridge University, 2006" and an article "Athenian Cavalry on Euboea, 348 BC"
> **Services:** Map production

Client: Peter Wallenstein, Professor, Department of History, Virginia Tech in his book "Cradle of America: Four Centuries of Virginia History"
> **Services:** Map production

Freelance Web Designer & Social Media Specialist   January 2010 - present
> *Client:* Frank Perkovich - 622 North Restaurant and Wine Bar, 622 North Main Street, Blacksburg, VA (540-951-1022)
>> **Services**:
>> - Provided comprehensive consultative services during restaurant planning phases, construction, venue opening, & throughout transition to independent level of functioning ~90 days post-opening)
>> - Created Facebook, Twitter, Google maps, and Yelp account(s)
>> - Managed all Facebook & Twitter account operations during construction phase;
>> - Created website using Wordpress & provided documentation of progress via blog & photo posts;
>> - Provided small-group & individual training session(s) for senior management re: aforementioned technologies, email, & website management.

> *Client:* Jocy Surface - New Tech Fitness, 460 Turner St NW # 202, Blacksburg, VA (540-552-2555)
>> **Services:**
>> - Provided comprehensive services to support business marketing.
>> - Creation & management of website including online marketing design & materials (photos, videos, information, page displays, etc.).

Social Media Intern at Vaynermedia, New York City, NY   June 2011- August 2011
- Worked along side Gary Vaynerchuk on his internet wine show, Daily Grape.
- Edited video & posted episodes
- Interacted with fans on Facebook, Twitter & forums
- Researched & picked wines for the show

Event Management
- **TEDxVirginia Tech:** served on founding board/steering committee to create inaugural on-campus event; created promotional/marketing materials & directly supported event promotion via social media & local/campus outlets (class listservs); continue to serve on Nomination Review Committee; and, provided/will provide event coverage through social media (live Tweeting & Facebook)
- **Skype Q&A Nobel Peace Prize winner, Aung San Suu Kyi:** recorded & edited initial video requesting the interview; created promotional/marketing materials & directly supported event promotion via social media & local/regional/campus outlets (class listservs, local news, Radio Free Asia); organized, coordinated, marketed, & found accommodations;

planned & set up all technology in the space; worked through technical difficulties on the spot & improvised; non-profit (operating budget = $0.00)

- **Red Bull "Bouncing Cats" film screening and Q&A with the stars of the film:** promotion of event via social media & local/campus outlets (class listservs); coordinated technology & filming of the event; non-profit (operating budget = $0.00)
- **Invisible Children, "Tony" film screening and Q&A with co-founder Jason Russel:** organized event with local chapter of Invisible Children; coordinated, marketed, & found accommodations; planned & set up technology in the space; non-profit (operating budget = $0.00)
- **The Way film screening and Q&A with the director and stars of the film:** recorded & edited initial video requesting the screening; promoted initial video through social media; organized, coordinated, marketed, & found accommodations; organized ticket sales; promotion of sold out event solely through social media; non-profit (operating budget = $0.00)
- **Guest lecture by entrepreneur Gary Vaynerchuk:** recorded & edited initial video requesting the lecture & to wave speaking fee; promoted initial video through social media; organized, coordinated, marketed, & found accommodations; organized ticket sales; social outreach to have sold out event; non-profit (operating budget = $0.00)
- **"Merlove" film screening with the director/producer, Rudy McClain:** contacted the director/producer to set up screening; organized, marketed & coordinated with the local theater; produced market materials; promotion via social media (operating budget = $2000)

Technology Skills

Technology Statement: As a technology enthusiast, I ardently seek new websites, tools, and software in an effort to expand my knowledge and skill base. I enjoy learning new systems and discovering unique ways to incorporate technology into the classroom. I also truly enjoy teaching others how to use technology in a wide variety of ways from enhancing student learning in the classroom or other chosen profession/environment as well as how to generalize and apply those skills to their lives as a whole.

Advanced/Expert
- Mac OSX
- Skype
- Spreecast
- EventBrite
- Ustream
- Delicious
- Tumblr
- Facebook
- Twitter
- iTunes
- Poll Everywhere
- Apple iWorks
- Sakai (CMS)
- Webcom (CMS)
- Google Apps for Education

Highly Skilled
- Windows XP
- Photoshop
- Illustrator
- Adobe Connect
- Final Cut Pro
- iMovie
- Microsoft Word, Excel, & Powerpoint
- Apple iAuthor
- Wordpress
- Computer AV connections
- Projectors
- Scanners
- Microphones
- Web cameras

Proficient
- Windows 7
- Dreamweaver
- InDesign
- Blackboard
- Google OpenClass
- Crestron systems

Select Presentations

- Boyer, J., & **Pritchard, K.** (2012, October 18). *Flipping the Syllabus* Invitational presenters for School of Business Teaching and Learning Symposium, Curtin University. Perth, Australia.
- **Pritchard, K**. (2012, September 14). *Supersizing the Classroom: 3000 Students & Beyond.* The Virginia Women in Technology Conference, Women ETC. Richmond, VA.
- Boyer, J., & **Pritchard, K.** (2012, July 26-28). *Innovative Educational Technologies.* Invitational presenters for annual "Faculty Learning Day". Delivering four different seminars on innovative education technologies (e.g., description, functionality, utility within the classroom) and strategies to incorporate technology within multi-level course design to enhance student engagement and learning. Singapore Institute of Management (SIM) University. Singapore.
- **Pritchard, K**. (2012, March 28). *Skype technology* (application session). University of Lethbridge's Curriculum Re-Development Centre. Discussed current technological tools; specifically, technology that I have used in courses as well as current platforms, and creative strategies to generalize those tools and skills to other courses/settings. Virtual location.
- Boyer, J., & **Pritchard, K**. (2012, March 10). *Supersizing the Classroom: 3000 Students & Beyond.* South by Southwest Interactive Conference (SxSW). Austin, TX.
- Boyer, J., & **Pritchard, K**. (2012, March 6). *Supersizing the Classroom: 3000 Students & Beyond.* South by Southwest Education Conference (SxSWedu). Austin, TX.
- Boyer, J., & **Pritchard, K**. (2012, February 16). *Expanding Geographic Horizons: Tools and Tips for Large Geography Classrooms.* Presentation at the annual meeting of the Association of American Geographers (AAG). New York, NY.
- Boyer, J., & **Pritchard, K**. (2012, February 9). *Expanding Engagement to Thousands: Communication Tools for Large Classes.* Conference on Higher Education Pedagogy (CHEP). Blacksburg, VA.
- Boyer, J., Doolittle, P., Byrd, C.N., & **Pritchard, K**. (2011, October 14). *Learner-Centered Teaching in Large and Ultra-Large Classes*. International Society for Exploring Teaching and Learning (ISETL) Conference. San Diego, CA.

Thesis

Virginia Tech, December 2008

Incorporating User Opinion into a New Wine Tourism Map for Southwest Virginia

Thematic tourist maps provide users with a tangible geographic route to their travel destinations and also may contain a wide variety of additional information to enhance traveler experiences. Unlike other types of maps that focus on accurate topographic representation of an area or on depiction of spatial data, tourist maps should be specifically constructed to appeal directly to the end-user. Toward that end, this research developed and implemented a model to incorporate user opinion on content, levels of detail, and labeling conventions during the process of designing and creating a wine tourism map for southwest Virginia. Over 700 (total) wine tourists completed brief questionnaires during five distinct phases of data collection and map modeling. At each point, we incorporated user input into map design for the preceding phase, and a final assessment surveyed tourist attitude of the finished product. Interestingly, surveys indicated a propensity for users to highly rank the idea of more and more detailed content data, as well as high levels of spatial detail, but when presented with the corresponding maps, they tended to favor a cleaner more simplified display. This finding underscores our conclusion that while user

input is critical for developing successful tourist maps, cartographic training and skill is still required to achieve a quality product. Overall, the final map incorporating user input received overwhelmingly positive user reviews when compared to existing regional maps indicating that our iterative method of seeking user input at various stages of map development was successful, and facilitated creation of an improved product.