

JUANITA MCMATH
Assistant Professor and Coordinator

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EDUCATION

Doctor of Philosophy Instructional Leadership, Emphasis in Instructional Technology Dissertation. <i>The Gray Divide: A stage theory analysis of technology adoption by older adults</i>	The University of Alabama	December, 2016
Master of Arts Higher Education Administration	The University of Alabama	May, 2005
Bachelor of Science Geography Department, Environmental Sciences with honors (Magna Cum Laude)	The University of Alabama	December, 2003

OTHER CREDENTIALS

Certification: Lean Six Sigma Transactional Green Belt The University of Alabama, College of Continuing Studies	September, 2019
Certificate of Completion: Lean Six Sigma Green Belt Transactional EngineRoom Course of Study. MoreSteam University	January, 2018
Certification: Lean Six Sigma Yellow Belt Six Sigma Global Institute: Council for Six Sigma Certification	September, 2017
Certificate: Online Educator Program The University of Alabama, College of Continuing Studies	Fall, 2013

EXPERIENCE

Assistant Professor: The University of Alabama

- January 2018 – present
- Department of Consumer Sciences
- Coordinator: Consumer Quality Management area of study
- Teaching graduate and undergraduate classes in Consumer Quality Management and Digital Consumer Engagement. Graduate student advising.

Instructor: The University of Alabama

- January 2010 – December 2017
- Human Environmental Sciences
- Coordinator: Consumer Quality Management and Interactive Technology areas of study
- Taught undergraduate courses in Instructional Technology area of study, two computer core, one writing core. Graduate student advising.

Program Manager/Assistant Registrar/Adjunct Instructor: University of Alabama at Birmingham

- Fall 2008 – December 2009
- School of Nursing
- Performed functions of associate registrar for the School from admission to graduation; Program manager: managed 11 different MSN degree track programs from admission (three cycles, average applications per

cycle 300) to graduation, including recruitment. Average number of MSN students, 800.

- Co-taught Freshman Year Experience course, NUR 100, Student Success in Nursing. Fall 2009. Co-developed second series course in the Freshman Year Experience (FYE).

Academic Counselor/Assistant Director 5th Year Master's Program: University of Alabama at Birmingham

- August 2006 – Fall 2008
- School of Natural Sciences & Mathematics: Department of Biology
- Performed duties of academic advisor/recruiter for department.. Co-coordinator of the Biology Honors Program. Biology Honors Day program coordinator and program facilitator. Associate Director 5th Year Master's Program in Biology. Activities included recruitment, program materials, and advisement.
- Developed and taught first FYE course for NSM: NS 101 Succeeding in the Sciences. Taught on a blended format (Face-to-Face and Online with WebCT). Fall 2008

Coordinator of Academic Services: Florida State University

- – August 2006
- Provost Office: Advising First and College of Engineering
- Performed duties of academic advisor/recruiter that included development and updating materials, career advisement, and re-admission authorizations after academic dismissals

Administrative Assistant to the Dean: Florida State University

- August 2005 –
- FSU Film School

Graduate Intern: The University of Alabama

- Summer 2004
- *Graduate School*
- Perform duties of assistant registrar managing masters and specialist degree program reviews for candidacy and graduation criteria and reviewed publications for edits/updates. Supervisor: Mrs. Dianne Teague
- Summer, 2003
- *Enrollment Management: New Student Orientation*
- Supported, observed and accessed Avanti Orientation Leaders, providing weekly report to Avanti Leaders. Evaluated and provided weekly report of Orientation Participant Surveys to Avantis and Enrollment Management meetings. Supervisor: Dr. David Johnson

Program Assistant and Trainer: The University of Alabama

- 2004-2005 (PRSR dissolved, AOHS moved to CCS)
- College of Continuing Studies: Alabama Online High School (AOHS)
- Assistant to the AOHS Principle. Enrollment management, on-site mentor training and online teacher training. Assisted with technical issues for on-site mentors, teachers and students as needed.

Program Assistant: The University of Alabama

- 2000-2003
- Provost Office: Program for Rural Services & Research
- *Alabama Online High School (AOHS)*
- Assistant to the AOHS Principle. Enrollment management, on-site mentor training and online teacher training. Assisted with technical issues for on-site mentors, teachers and students as needed.
- *PACERS Rural Science Initiative: Program Coordinator*

Office Associate: The University of Alabama

- 1994-2000
- College of Education: Professional Studies
- Enrollment/records management for two certificate and six degree programs, co-developed Graduate Student Handbook, contributed academic policies/procedures; other duties as needed.

SELECTED AWARDS, HONORS, AND RECOGNITION

Research

The University of Alabama, College of Education
Recognition for Dissertation Research, Award received April, 2019, Honor's Day
The Gray Digital Divide: A stage theory analysis of technology adoption and older adults.

Mid-South Education Research Association (MSERA)
Herbert M. Handley Outstanding Dissertation, Award received November, 2018
The Gray Digital Divide: A stage theory analysis of technology adoption and older adults.

Academic

The University of Alabama, Department of Geography
Outstanding Undergraduate Student: Environmental Sciences, Award received 2003
University Scholars Program, Admitted 2003

Advising

The University of Alabama, College of Human Environmental Sciences
Recognition: Outstanding Academic Advisor, 2019

National Academic Advising Association (NACADA) Outstanding
New Academic Advisor, Award received 2008

University of Alabama at Birmingham
Outstanding New Academic Advisor, Award received 2008

ADVISING, MENTORING & SUPERVISION

Graduate Advisees

Consumer Quality Management, January 2010 – present.	Range 14 - 50
Interactive Technology, January 2010 –August 2017.	Range: 17 - 25

Dissertation Committee Member

Student engagement: Experiences of faculty and students in online masters programs in Education. May 2019-present.

The impact of a digital e-book club on reading motivation in fourth grade reluctant readers using tablets: A case study. July 2018-present

Exploring student engagement in undergraduate online, asynchronous courses. May 2018-April 2019.

Lived experiences of students in one instructional technology doctoral program. May 2019-present.

Cultivating the roots of STEM: Investigating the impact of a science, technology, engineering and math program on adolescents. May 2018- February 2019.

Graduate Assistant Grader

CSM 101 Intro to Digital Tools; CSM 445 Application of Digital Tools, two sections/course. Spring 2018

CSM 101 Intro to Digital Tools; CSM 445 Application of Digital Tools, two sections per course. Fall 2016-Spring 2017

Graduate Teaching Assistant

CSM 447 Advanced Digital Tools, two sections. Spring 2020

HES 100 Freshman Compass Course, two sections. Fall 2010

Capstone Graduate Teaching Assistant Online & Mini-Project

3 TAOs Fall 2014	2 TAOs Summer 2014
3 TAOs Spring 2014	2 TAOs Fall 2013
1 TAO Summer 2012	1 TAO Fall 2011
2 TAOs Summer 2011	2 TAOs Fall 2010
4 TAOs Summer 2010	3 TAOs Spring 2010

TEACHING HISTORY

Course Number and Name	Semesters	Enrollment Range
CSM 506 Consumer Management: Quality Assurance	3	7-13
CSM 570 Coord & Delivery of Information using Digital Tech	1	15
CSM 572 Needs Assessment, Planning and Evaluation	2	5-8
CSM 582 Non-thesis Research	5	4-14
*CSM 101 Introduction to Digital Tools (3 sections/semester)	26	14-68
**CSM 445 Applied Digital Tools (3 sections/semester)	25	19-79
CSM 447 Advanced Digital Tools (3 sections/semester)	30	12-71
HES 100 Freshman Compass Course (2 sections)	1	24-42
HES 390 Practicum in Human Environmental Sciences	2	1

*Formally CSM 101 Consumers and Technology (3 sections/semester)

** Formally CSM 445 Microcomputers in Consumer Services (3 sections/semester)

PUBLICATIONS

Manuscripts in Preparation/Process

McMath, J. M., & Rice, M. L. The Gray Divide: A stage theory analysis of technology adoption by older adults [Manuscript in process, estimated submission May 2019].

McMath, J.M. dCommerce and Silver Surfers: Bridging the Gray Digital Divide. [Manuscript in planning].

McMath, J. M., & Hale, M. A. Virtual Leadership and the Changing Landscape of Higher Education. [Manuscript in preparation].

Dissertation

McMath, J.M. (2017). *The Gray Divide: A stage theory analysis of technology adoption by older adults* (doctoral dissertation). The University of Alabama, Tuscaloosa AL, United States [EDT9].

Journals

J. M. McMath, & M. L. Rice (2018). Technology adoption in older adults: An application of the Transtheoretical Model in the technology domain. [Abstract]. *Gerontechnology*, 17(suppl),166s. <https://doi.org/10.4017/gt.2018.17.s.161.00>

Price, B. J., McFadden, A. C., & **McMath, J.** (2009). *Cyberbullying*. *The Journal of the Association for the Advancement of International Education*, (36), 108, pp. 1, 32-37.

Conference Proceedings

Rice, M.L., Wright, V., **McMath, J. M.**, McNeill, L., & Wilson, M. (2019). Virtual Reality: Offering Virtually Unlimited Application. In S. Carliner (Ed.), *Proceedings of E-Learn: World Conference on E-Learning in Corporate, Government, Healthcare, and Higher Education* (pp. 567-571). New Orleans, Louisiana, United States: Association for the Advancement of Computing in Education (AACE) <https://www.learntechlib.org/primary/p/211128/>.

McMath, J. (2018, November). The Gray Divide: A stage theory analysis of technology adoption by older adults. Paper presentation. *Mid-South Educational Research Association (MSERA) Annual Conference*. Pensacola, Florida <http://msera.org/2018/proceedings/s160.html>

Rice, M.L., **McMath, J.**, & Wright, V. (2018, November). Frameworks in educational research: Why the Transtheoretical Model should be considered. Poster presentation. *Mid-South Educational Research Association (MSERA) Annual Conference*. Pensacola, Florida
<http://msera.org/2018/proceedings/s102.html>

J. M. McMath, & M. L. Rice. (2018, May). Technology adoption in older adults: An application of the Transtheoretical Model in the Technology Domain. *Gerontechnology*, 17(suppl), pp. 166s. *International Society for Gerontechnology 11th World Conference*. St. Petersburg, Florida.
<https://journal.gerontechnology.org/currentIssueContent.aspx?aid=2665>

Book Chapters

McFadden, A. C., **McMath, J. F.**, Price, B. J., & Hale, M. (2013). [Technology as a tool for diversity leadership: Implementation and future implications](#). In J.P. Lewis, A.M. Green, & D.W. Surry (Eds.), *Factors in fluidity of leadership in emerging contexts: Technology access and use* (pp. 62-84). United States: IGI Global.

Price, B. J., McFadden, A. C., & **McMath, J. F.** (2011). [Internationalizing Schools](#). In S. Garber (Ed.), *Technology: A tool in internationalizing education*, (pp. 49-61). England: John Catt Publishers.

Book Review

McMath, J. F. (2008). [Review of the book Leadership and futuring: Making visions happen]. *NACADA Journal*, 28(2). http://nacada.ksu.edu/Journal/bkrev_1048.htm

Informal Research with International Institution/Consortia

Price, B. J., McFadden, A. C., & **McMath, J. F.** (2009). With Office of Overseas Schools, U.S. Department of State. Examining issues related to technology in multicultural settings for the purpose of providing background for policy review and development.

PRESENTATIONS

International

J. M. McMath, & M. L. Rice. (2018, May). Technology adoption in older adults: An application of the Transtheoretical Model in the Technology Domain. Poster presented at the International Society for Gerontechnology (ISG), St. Petersburg, FL. Sole Presenter.

National

McMath, J. M., Rice, M. L., & Wright, V. H. (February, 2018). The Gray Digital Divide: A stage theory analysis of technology adoption by older adults. Poster presented at the American Association of Behavioral and Social Sciences ([AABSS](#)), Las Vegas, NV.

Regional

McMath, J. M. (2018, November). Research paper. The Gray Digital Divide: A stage theory analysis of technology adoption by older adults. Paper presented at the Mid-South Educational Research Association (MSERA). Pensacola, FL.

Rice, M. L., **McMath, J. M.**, & Wright, V. H. (2018, November). Frameworks in Educational Research: Why the Transtheoretical Model should be considered. Poster presented at the Mid-South Educational Research Association (MSERA). Pensacola, FL.

McMath, J., & Hale, M. A. (2013, November). Research in Progress: Virtual Leadership in Higher Education. Paper presented at the Mid-South Educational Research Association (MSERA). Pensacola, FL.

State

McMath, J., & Rice, M. (2015, June). Diigo: Social Bookmarking for Education. Alabama Educational Technology Conference (AETC). Tuscaloosa, AL.

Hale, M. A., Rice, M., & **McMath, J. M.** (2013, June). Engage! Engage with Extranormal! Alabama Educational Technology Conference (AETC). Birmingham, AL.

Local – The University of Alabama

- McMath, J. M.** (2020, January). Invited Lecturer: The University of Alabama, College of Education. Course: AIL 689 Practicum in Instructional Technology, Dr. Vivian Wright. *The Prospectus Process: First steps toward the dissertation research process and the importance of your theoretical framework.*
- McMath, J. M.** (2019, August). Invited Speaker. Instructional Technology New Doctoral Student Orientation. Discussion Session: *Advice and lessons learned as a doctoral student.* August 24, 2019
- McMath, J. M.** (2019, February). Invited Speaker: The University of Alabama, College of Human Environmental Sciences: Crenshaw Fellows Leadership Academy. *Virtual Leadership.*
- McMath, J. M.** (2019, January). Invited Lecturer: The University of Alabama, College of Education. Course: AIL 689 Practicum in Instructional Technology, Dr. Vivian Wright. *The Prospectus Process: First steps toward the dissertation research process and the importance of your theoretical framework.*
- McMath, J.M.** (2018, March). Invited Lecturer: The University of Alabama, Department of Consumer Sciences: CSM 480/580 e-Commerce, for Dr. Sue Parker. *Hackers and Online Security.*
- McMath, J. M.** (2018, February). Invited Speaker: The University of Alabama, College of Human Environmental Sciences: Crenshaw Fellows Leadership Academy. *Virtual Leadership and Virtual Teams.*
- McMath, J. M.** (2018, January). Invited Lecturer: The University of Alabama, College of Education. Course: AIL 689 Practicum in Instructional Technology, Dr. Vivian Wright. *The Prospectus Process: First steps toward the dissertation research process and the importance of your theoretical framework.*
- McMath, J. M.** (2017, November). Invited Lecturer: The University of Alabama, College of Education. Course: AIL 691 Doctoral Seminar in Instructional Technology, for Dr. Vivian Wright. *Success in a Doctoral Program: Inquiry, Community and Independence.*
- McMath, J. M.** (2017, January). Invited Lecturer: The University of Alabama, College of Education. Course: AIL 689 Practicum in Instructional Technology, Dr. Vivian Wright. *The dissertation research process: From topic selection to future research agenda.*
- McMath, J.** (2015, April). *Left Behind: The Gray Digital Divide.* Prospectus: Research in Progress. Technology, Education, and Research Conference (TERC). The University of Alabama. Tuscaloosa, Alabama

SERVICE

University**University of Alabama (UA)***Appointed*

- SACS QEP Development Committee: Faculty Representative for College of Human Environmental Sciences. Spring 2013
- Faculty Life Committee for UA Faculty Senate. 2016-2017
- United Way Liaison for College of Human Environmental Sciences. 2013, 2014, 2015, 2016, 2017
- The Online Learning Innovation Summit (OLI) Campus Conference 2020. Planning Committee Member. October 2019-February 2020.

Elected

- Faculty Senator Alternate for College of Human Environmental Sciences. 2016-2019

University of Alabama at Birmingham (UAB)*Appointed*

Office of the Provost. Campus-Wide Committees

- Co-Chair- New Advisor Training Committee
- Committee Member of FYE Coordinating Committee
- Committee Member of Advising Curriculum Committee
- Committee Member of Advising Assessment Committee

Elected

- President, Steering Committee for Committee on Academic Advising (CAA). 2007-08
- Professional Advisor Representative to CAA. 2008-2010 and 2006-08

Florida State University (FSU)*Appointed*

Office of the Provost: Advising First.

- Undergraduate Student Retention Committee. 2005-06
- NACADA Regional Conference Planning & Promotion Committee. 2005-06

College**UA: College of Human Environmental Sciences (CHES)**

- Quality Teaching Committee: Distance Education Sub-committee, 2013-2015, 2017-Present
- Quality Teaching Committee: Advising Sub-committee, 2013-Present
- CCS Online Programs, Recruitment and Curriculum Committee Member, 2016-Present
- CHES Liaison: Bama by Distance Scholarship Evaluation Committee (graduate and undergraduate). 2018-Present
- Search Committee Member: Senior Associate Dean (Faculty), June-August 2019
- Search Committee Member: Associate Dean of Student Services/Associate Professor/Professor, May-June 2019
- Strategic Planning Committee Member: Professional Service Committee Member, Fall, 2015
- Quality Teaching Committee Member: Instructional Technology, 2015-2017
- Student Affairs Committee Member, 2010-2013
- Public Relations Committee Member, 2010-2013

UAB: College of Natural Sciences and Mathematics (NSM)

- Co-Chair FYE Curriculum Committee, 2008
- NSM Honors Day Coordinator, 2007-2008

UA: College of Continuing Studies

- Quality Assurance Team, 2004-2005

Department**UA: Consumer Sciences Department**

- Assessment Coordinator (degree programs: M.S. and B.S.). Office of Institutional Effectiveness. August 2019 – Present
- Graduate Activities and Admissions Committee Member. May 2019 - Present
- Search Committee Member. Instructor/Assistant Professor. March 2019 – August 2019
- Undergraduate Scholarship Reviewer. April 2019.
- Alabama Personal Finance Challenge. Alabama Council on Economic Education. Greeting/directing. April 2019
- Honor's Day Presenter: Consumer Quality Management area of study. April, 2019
- Search Committee Member, Staff Assistant. May – June 2018
- Search Committee Member. Assistant Professor CSM/IT. September 2015 – February 2016
- Honor's Day Presenter: Institute for Interactive Technology. 2010-2017
- Honor's Day Presenter: Consumer Quality Management area of study. 2011-2017
- Search Committee Member, Staff Assistant. November-December 2011

UAB: Department of Biology

- Honors Day Program Coordinator and Program Facilitator
- Assistant Director, 5th Year Master's Program

Professional**Mid-South Educational Research Association (MSERA)**

- Reviewer: conference proposals. July – August, 2019

Volunteer**The University of Alabama***College of Human Environmental Sciences*

- Judge. Undergraduate Research and Creative Activity Conference (URCA). Sponsor Office for Undergraduate Research, Research & Economic Devp. March 2017, March 2018, March 2019.
- Commencement Marshal: Fall 2019, Fall 2018, Summer 2017, Fall 2016, Summer 2016, Fall 2015, Spring 2014
- Homecoming Convocation: Fall 2015, Fall 2014
- Homecoming Game Day Social: Fall 2013
- Dressing Up! Tuscaloosa: Tornado relief initiative. Alfred Dunner, Zeta Beta Tau, CHES and MeetUP for Change, Fall 2013

College of Education

- Guest Student Speaker: *Seminar & Doctoral Student Research Workshop, AIL 691* for Dr. Angela Benson. Topic 1: Scholarly Presentations with Dr. Benson and Steven Yates. Topic 2: Comprehensive Exams, Candidacy and Dissertation Process with Drs. Rice, Wright and Benson, Steven Yates. Fall 2016
- Peer Reviewer: *Journal of Interactive Online Learning* (NCOLR). March 2015
- Facilities Chair & Speaker Coordinator. Technology, Education & Research Conference (TERC). April 2015.

Graduate School

- Appointment: Delegate to the Graduate Student Association (GSA) representing Educational Leadership, Policy and Technology Studies Department. 2015-2016
- Presentation: Graduate Student Association (GSA): ePortfolios & Electronic Presence. Fall 2015
- Graduate Student Association (GSA): Committee Member, Committee on Technology. 2015-2016
- Commencement Assistant Volunteer. 2004, 2005

University of Alabama at Birmingham

- Safe Zone. 2006-09
- Freshman Early Success Workshop for the Sciences, Presenter. Fall 2007

College of Engineering

- Freshman Learning Community Advisor Liaison. Accepting the Engineering Challenge w/ Dr. Zoe Dwyer, 2008
- Freshman Learning Community Advisor Liaison. Accepting the Engineering Challenge w/ Dr. Zoe Dwyer, 2007

Florida State University: Office of the Provost

- Advising First New Student Orientation Registration. 2005-2006
- Safe Zone Volunteer. 2005-2006

Community

Vance Economic Development Board, former board member.

PROFESSIONAL MEMBERSHIPS AFFILIATIONS

Alabama Water Institute, The University of Alabama
 American Society for Quality (ASQ)
 American Council on Consumer Interests (ACCI)
 International Society for Gerontechnology (ISG)
 Mid-South Educational Research Association (MSERA)
 Online Learning Consortium (OLC)
 Society of Consumer Affairs Professionals (SOCAP International)

SELECTED PROFESSIONAL DEVELOPMENT

Conferences

- American Society for Quality (ASQ) World Conference on Quality and Improvement, Fort Worth, TX. May 2019.
- Alabama Performance Excellence (ALPEX) Conference. Tuscaloosa, AL. April 10-11, 2019. Attendee.
- OLC Innovate: Moving Mountains in Digital, Blended and Online Learning. Virtual Conference Attendee. April 3-5, 2019.
- OLC Accelerate: Back to the Future of Online and Digital Learning. Online Learning Consortium, Inc. Virtual Attendee. November 15-16, 2018.
- Mid-South Educational Research Association (MSERA) 47th Annual Conference: Pensacola FL. November 7-9, 2018.
- 10th World Conference: International Society for Gerontechnology (ISG), St. Petersburg FL. May 7-8, 2018.
- 3rd National OLC Innovate: OLC and MERLOT. Virtual Attendee. April 19-20, 2018.
- American Association of Behavior & Social Sciences (AABSS) National Conference, Las Vegas NV. February, 2018.

Workshops

- UA Online Learning Innovation Summit (OLIS). Tuscaloosa AL. February 1, 2019.
- UA Office of the Provost. *Color Blind or Color Brave*. Dr. Christine Taylor. January 16, 2019.
- Alabama Water Institute Research Network Workshop Series. October 2017.
- CHES Lunch and Learn: *Measuring Teacher Effectiveness*. September 2017.
- College of Continuing Studies, Innovation Team: *Faculty Innovative Workshop*. September 2017.
- American Society for Quality, Birmingham Section: *5S Workshop*. September, 2017.
- American Society for Quality, *Introduction to Lean Principles Workshop*, 0.5 CEUs. July 2017.
- American Society for Quality, *Kaizen Workshop*, 0.5 CEUs. July 2017.
- American Society for Quality, *Problem solving Using A3 Workshop*, 0.5 CEUs. July 2017.
- Faculty Workshop Series: Promoting Diversity and Inclusion in UA Classrooms. Sponsor: Office for Academic Affairs. *Notions of Identify in the Classroom*. March 8, 2017.
- Faculty Workshop Series: Promoting Diversity and Inclusion in UA Classrooms. Sponsor: Office for Academic Affairs. *Sneaking Diversity into the Classroom*. February 2017.

Webinars

- EDUCAUSE, *Big Data- What's the Big Deal: Data Security & Privacy for Big Data?* January 2017.

2020 Compliance Certificates

- Hazard Communications, January
- Harassment Prevention, January
- Child Abuse Prevention and Reporting, January
- Academic Accommodations for Students with Disabilities, January
- Title IX, January
- FERPA Basics, January