

Curriculum Vita

Melanie N. (Hill) Clay

(770)836-8638

Email: melaniec@westga.edu

EDUCATION

Ph.D. in Educational Studies/Educational Leadership in Higher Education
The University of Nebraska at Lincoln, August 2006

Dissertation: Training Practices and Preferences of Faculty Preparing to Teach Online in the University System of Georgia: A Mixed Methods Study

Ed.S. in Educational Leadership
University of West Georgia, December 1999

Thesis: Factors Affecting Faculty Attitudes Towards Distance Teaching: An Institutional Study

Master of Public Administration
West Georgia College, August 1996

Exit Paper: Cost-Benefit Analysis of Distance Learning at West Georgia College

B.S. in Journalism, The Ohio State University, June 1985

William Randolph Hearst Award Finalist

SELECTED CERTIFICATES

Certificate in Leadership Development, 9-month course, 1997

Certificate in Distance Education, 9-month online course, 1998

ADMINISTRATIVE POSITIONS AND SERVICE

The University of West Georgia, Carrollton, Georgia

Executive Director of Extended Learning and Dean of USG eCampus
(January 2012 – Present)

Acting Dean, Extended Degree Programs and USG eCore
(various times during Dean's illness from 2009-2011)

Associate Dean, Extended Degree Programs and USG eCore
(June 2009 – December 2011)

Assistant Dean, Extended Degree Programs (January 2007 – June 2009)

Director, Distance and Distributed Education (March 1998 – January 2007)

University of West Georgia, January 2007 – Present

Functional responsibility for and leadership of more than 600 adjunct online faculty (eCore and eMajor) and 70 full-time and part-time staff members in three departments (USG eCampus, UWG Online, and Continuing Education). Broad responsibilities include strategic planning, day-to-day management, marketing, detailed budget matters, student services, student appeals, compliance, evaluation, training, and policy development for online and off-campus programs at the University of West Georgia, and the USG systemwide eCampus program. Represent USG eCampus at the System level, and the division at institutional leadership meetings.

Selected major achievements (personal or division – under my direct leadership):

- Successfully sought and obtained timely approvals or exemptions for State Authorizations for Distance Education in all states, developing a complete and clear framework that serves as a model for other institutions, within the USG and beyond.
- Competitively obtained systemwide administrative responsibility for USG (University System of Georgia) eCore, collaborative multi-institutional program providing core curriculum fully online.
- UWG's undergraduate online programs achieved highest national ranking of any other program in system by *US News*. Several UWG graduate programs also earned rankings as high as #14 in various categories.
- Increased course completion rates of eCore online courses from 68 percent to 90 percent. Oversee ongoing effort to create pathways for increased student success through faculty training, intrusive advising, course design, experimentation with new models.
- Consistently grew eCore systemwide enrollment in USG eCore at a rate of 20 percent or more since 2009. Current enrollment is more than 20 times that of 10 years ago.
- Created and implemented a comprehensive system of assessment of student learning outcomes and general core competencies for USG eCore.
- Achieved full financial self-sustainability for USG eCore and scalability, eventually resulting in a significant reduction in tuition price by Fall 2014.
- Established, through collaborations with deans and faculty, more than 25 online and off-campus University of West Georgia degree programs
- Assured distance and off-campus program compliance with all SACS, BOR and institutional goals and policies (ongoing).
- Initiated conversations providing impetus for major streamlining of University System of Georgia online degree approval process.
- Re-developed and streamlined online proctored exam system, reducing costs of delivery of more than 12,000 tests per term by more than 80 percent and decreasing grade posting times.
- Proposed, developed and implemented university's eTuition, generating \$2.5 million annually for the institution while providing scalable operations and faculty incentives for online growth.

- Developed and implemented student services strategies and partnerships, from recruitment to advisement to student life, geared to the adult learner (ongoing)
- Initiated high-volume, “can-do,” customer-focused helpdesk for online faculty and students, emphasizing just-in-time assistance, with survey data indicating a 9.8/10 satisfaction rating
- Developed and led innovative faculty development strategies, focusing on alternative, participant-driven models, enabling dramatic growth in online programs at a highly traditional, public institution
- Developed nationally-renowned programs and creative endeavors, including *The Online Journal of Distance Learning Administration* and the annual *Distance Learning Administration Conference*, which uniquely promote scholarship and in the field of Distance Education and Distance Learning Administration; also developed *Conference on Meaningful Living and Learning in a Digital World*

Distance Education Coordinator

University of West Georgia, March 1996 – March 1998

- Coordinated two-way synchronous audio/video distance learning program.
- Developed and delivered faculty training for those engaged in distance teaching.
- Facilitated and led development team for university entry into online education.
- Served as Institutional Distance Education Administrator as the official distance learning liaison to the Board of Regents, assuring distance program compliance with all BOR and institutional goals and policies.

Creative Services Specialist, Ernst & Young, Atlanta, Georgia, March 1991 – November 1994

TEACHING EXPERIENCE

Fall 2008, Fall 2009, Fall 2010, Fall 2011, Fall 2012, Fall 2013, Fall 2014, Fall 2015, Fall 2016, Fall 2017, Fall 2018, Fall 2019

Course Developer and Instructor, Introduction to American Government, Political Science Department, University of West Georgia (51% online)

2006 - Present

Course Developer and Instructor, Advanced Technologies in Distance Education, 3 - month online program, University of West Georgia (twelve courses, 100% online)

2004 - Present

Course Developer and Instructor, Distance Education Certified Trainer Program, 5 - month online program, University of West Georgia (sixteen courses)

2002 – Present

Course Developer and Instructor, How to Be a Great Online Instructor, 5 - week online training program, University of West Georgia (two courses)

1998

Online Adjunct Instructor, Computer Utilization for Public Administrators, Political Science Department, University of West Georgia

1997 – Present

Course Developer and Instructor, Distance Education Certificate Program, 6 - month online course, University of West Georgia (thirty courses, 100% online)

RELATED PROFESSIONAL EXPERIENCE

1998 – Present

Editor-In Chief, Online Journal of Distance Learning Administration (since 1998).
Founded and serve as editor of internationally-renowned online journal which focuses specifically on issues faced by administrators and managers of distance and distributed education programs. Journal receives over 10,000 web hits per month. Available at: <http://www.westga.edu/~distance/jmain11.html>

2000 – Present

Conference Director and Founder, Distance Learning Administration Conference (2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011). Conceived, plan and direct annual 3-day conference which attracts presenters and participants from all over the world. Available at <http://www.westg.edu/~distance/dla2006.html>

2006

Reviewer and Reader, Educause 2006 Conference, Teaching and Learning Track

RESEARCH INTERESTS

Organizational Issues in Distance Education and Off-Campus Programs

Faculty Satisfaction with Distance and Distributed Teaching

Student Retention and Success in Online Learning

Global Issues in Distance Education

PROFESSIONAL MEMBERSHIPS AND SERVICE

2015-Present

Member, Regent's Advisory Committee on Distance Education
Ex-Officio Member, Regent's Advisory Committee on eCore
Member, President's Advisory Committee

2014

Member, USG-TCSG Adult Learner Campaign Committee
Member, UWG Provost Search Committee
Member, UWG Innovation Squad
Member, UWG Strategic Planning Committee
Member, Regent's Advisory Committee on Distance Education
Member, USG New Models Taskforce
Member, President's Advisory Committee

2013

Member, UWG Provost Search Committee
Chair, UWG MOOC Task Force
Member, UWG Innovation Squad
Member, Regent's Advisory Committee on Distance Education
Member, President's Advisory Committee

2012

Chair, Regent's Advisory Committee on Distance Education
Distance Education Taskforce, University System of Georgia

2012

Member, Strategic Planning Committee, University of West Georgia

2012, 2006, 2007

Member, United States Distance Learning Association

2011

Chair-Elect, Regent's Advisory Committee on Distance Education
Distance Education Taskforce, University System of Georgia

2010

OIIT Strategic Planning Committee (Services Subcommittee),
University System of Georgia

2007- Present

Strategic Enrollment Council, University of West Georgia

2006 - Present

Regent's Advisory Committee on Distance Education, University System of Georgia

2006

Web Redesign Task Force, University of West Georgia

2006

Chair, Search Committee for Director, University of West Georgia Newnan Center

2006

UWG Center for Teaching and Learning Advisory Committee

2005

Professional Standards Commission – Georgia Department of Education Task Force for Online Educator Preparation Standards

2005 - 2008

Technology Coordinating Council, University of West Georgia

2002

IT Strategic Plan Steering Committee, University of West Georgia

2002

Chair, Search Committee for Chief Technology Officer, University of West Georgia

2000

Chair, Search Committee for Director, Advanced Academy of Georgia,
University of West Georgia

2000 – 2002

Georgia Distance Learning Association, Elected Board Member

1998

GSAMS Users State Development Committee

1998 – 2002

Georgia Distance Learning Association, Charter Member

1997 – 1999

GSAMS Technical Advisory Committee, University System of Georgia

1997 – Present

Advanced Academy of Georgia, Faculty-Staff Advisory Committee,
University of West Georgia

1996

Pi Alpha Alpha Public Administration Honor Society, Secretary for West Georgia
chapter

1996 – 1997

Georgia Association for Instructional Technology

1996 – Present

Faculty-Staff Advisory, Learning Resources Committee, University of West Georgia

1996 – Present

UWG Distance Learning Steering Committee, Chair, University of West Georgia

RECOGNITIONS

Employee of the Year, State University of West Georgia, Academic Affairs Division, 1998

Lee Wash Award recipient, May 1996, MPA program, presented to best overall graduate student in public administration program

SCHOLARLY PUBLICATIONS AND PRESENTATIONS

Clay, M. 2017. *Keynote Address*. **South Carolina State University, Faculty Development Institute**.

Clay, M. 2015. *Flextime and Telecommuting: The Good, the Bad, and the Ugly*. **Meaningful Living in a Digital World 2015**. (Presentation)

Clay, M. 2014. *Integrating Nature in the Online Classroom*. **Meaningful Living in a Digital World Conference 2014**. (Presentation)

Clay, M. 2013. *Dancing in the Rain: From Disruption to Quality*. **Union University UTech Expo**. (Invited Keynote)

Clay, M. 2013. *IGNITE Session on Student Support*. **University System of Georgia New Models Symposium: MOOCs and Beyond**. (Invited Presentation).

Clay, M. 2013. *Completion by Partnership*. **University System of Georgia Adult Learning Consortium Summer Institute**. (Invited Presentation)

Clay, M., Janowski, A., Rowland, S. 2011. *All the Right Moves: Supporting Student Athletes in Online College Courses*. **Distance Learning Administration 2011 Conference Proceedings**

Clay, M., Janowski, A., Rowland, S. 2011. *All the Right Moves: Supporting Student Athletes in Online College Courses*. **Distance Learning Administration 2011** (Presentation)

Obedkova, A., Clay, M., Fowler, J., Gaines, T. 2011. *A Case Study: Effect of Instructor Behaviors on Course Completion in Undergraduate Online Courses*. **Distance Learning Administration 2011 Conference Proceedings**.

Clay, M. 2010. *Online Student Success – It's Meant to Happen*. **Online Lifeline Conference, Valdosta State University**. (Keynote Address)

Clay, M. 2010. *Preparing to Teach Online*. University System of Georgia Faculty Development Online Discussion Series. (Invited Presentation)

Clay, M. 2010 *Setting the Stage for Success: Faculty Role in Student Retention*. Abraham Baldwin Agricultural College Fall Conference (Invited Presentation)

Clay, M., Gubbins, J. 2008. *Implementation of eTuition: Lessons Learned*. **Distance Learning Administration 2008 Conference Proceedings**

Clay, M., Gubbins, J. 2008. *Implementation of eTuition: Lessons Learned*. **Distance Learning Administration 2008** (Presentation)

Clay, M., Rowland, S. and Packard, A. 2008. *Improving Undergraduate Online Retention Through Gated Advisement and Redundant Communication*. **Journal of College Student Retention: Research, Theory & Practice** (May 2008 Special Edition)

Clay, M., Gubbins, J. and Packard, A. 2007. *Best Intentions and Retention: The Role of Support Staff*. **Distance Learning Administration Conference 2007** (Presentation)

Clay, M. and Gubbins, J., 2006. *The Wonders of Just-in-Time Training*. **Distance Learning Administration Conference 2006** (Presentation)

Clay, M. and Clay M. 2006. *The Art of Mentoring Distance Faculty: Novel Approaches to an Ancient Concept*. **Texas Distance Learning Association 2006**, (Presentation)

Clay, M and Gubbins, J. 2004. *Extreme Training Makeover*. **DLA 2004**. (Presentation)

Clay, M., Gubbins, J., and Talley, C. 2004. *How Faculty Really Learn to Teach Online: Implications for Trainers*. **WebCT 2004 Conference**. (Presentation)

Clay, M., Gubbins, J., and Talley, C. 2002. *Accreditation Issues in Distance Education*. **Distance Learning Administration Conference 2002**. (Presentation)

Clay, M., and Gubbins, J., 2000. *Establishing Class Size Policies for Online Courses*. **Distance Learning Administration Conference 2000**. (Presentation)

Clay, M. and Gubbins, J., 2000. *Untangling the Organizational Web of Distance Education*. **Georgia Distance Learning Association Conference**. (Presentation)

Hill, M., 1999. *Growth Management in Distance Education: How to Expand Your Distance Offerings*. **Technology and Teacher Education Annual 1999**.

Clay, M., 1999. *Development of Training and Support Programs for Distance Education Faculty*. **Online Journal of Distance Learning Administration**, Vol. 2, No. 3.

Hill, M., 1998. *Staffing a Distance Learning Team: Whom Do You Really Need?* **Online Journal of Distance Learning Administration**. Vol. 1, No. 1. Available: <http://www.westga.edu/~distance/jmainsp98.html>

Hill, M., 1998. *The Missing Link: Building a Support System for Distance Learning Students*. **GSAMS Conference**.

Johnson, J., Clay, M. and Lankford, W. 1998. *Teaching Computers Via Distance Learning*. **Business Education Forum**, Vol. 52, No. 3, 39.

Hill, M., 1997. *Teacher Education Through Distance Learning: Cost Effectiveness and Quality Analysis*. **Technology and Teacher Education Annual 1997**.

Hill, M., 1997. *Preparing Students for Distance Learning Courses*. **GSAMS Conference**. (Presented paper)

Hill, M., 1997. *Distance Learning and the Future of Education in Georgia*. **Carrollton Optimist Club**. (Invited Presentation)

Hill, M., 1996. *Seven Ways to Get Faculty to Use Distance Learning and Love It*. **Education Technology Conference**. (Presentation)

Hill, M., 1996. *Distance Learning Through GSAMS: Strategies and Issues*. **Georgia Sociological Association Hans Mauksch Teaching Workshop**. (Invited Presentation)