

LAURA BESTLER

EDUCATION

- Iowa State University, Ames, Iowa. **Doctor of Philosophy**, 75 credits towards degree in Educational Leadership Policy Studies: Higher Education with a Concentration in Social Justice, anticipated completion is December 2010
- Grand Valley State University, Allendale, Michigan. **Master of Education** Emphasis in Educational Leadership, April 1995
- University of Wisconsin - River Falls, River Falls, Wisconsin. **Bachelor of Science** Major: Broad Area Art, May 1992

EXPERIENCE

Technology Coordinator, University Council for Educational Administration's (UCEA) Center for the Advanced Study of Technology Leadership in Education (CASTLE), Iowa State University, May 2008 to present

- Develop, design and maintain multiple forms of online communication via blogs, websites, and 2.0 web technologies.
- Perform research and collect data on how technology is transforming the educational landscape for Did You Know 4.0.
- Support all CASTLE endeavors by serving as a team player, and integral member of the staff.

Program Assistant, Educational Administration Program, Iowa State University, October 2008 to present

- Create specific marketing publications to promote the academic program.
- Collaborate with various campus entities to collect data for an Educational Administration alumni directory.

Instructional Technology Coordinator, Qualitative Research RESEV 580, Iowa State University, June 2009-July 2009

- Collaborated with Dr. Ryan Evely Gildersleeve to develop and implement a the first 3-credit online qualitative research course for graduate students.
- Designed WebCT (virtual learning environment) by utilizing streaming media, web-based learning modules, Wimba, Podcasts and course web resources.
- Instructed 20 graduate students regarding the e-learning experience during the course orientation.

Teaching Assistant, Arts-Based Research RESEV 615, Iowa State University, May 2009

- Co-created the first Arts-Based Research course for graduate students with Dr. Nana Osei-Kofi.
- Developed an online resource wikipedia, and blogging social network for graduate students to supplement their learning experience.
- Facilitated two course discussions: Collage as Research, and Blogs as an Self-Expressive Art Form.

Assessment and Marketing, Graduate Assistant, Margaret Sloss Women's Center, Iowa State University, January 2008 to May 2008

- Assessed programs through the utilization of quantitative and qualitative gathering procedures to provide vision for current and future programs/services.
- Designed and produced publications, websites, brochures, posters, and orientation pieces to shape a thematic marketing image.

Designer, self-employed, Ames, Iowa, November 2006-present

- Create publications for online and offline use for clients.
- Developed and maintained two game server websites and game protocols from July 2006-December 2007. Wrote game scripts in C++ and hosted in-game events for 600+ users. Communicated with virtual community via website forums, Ventrillo and Internet Relay Chat (IRC).

Assistant Director of Student Activities, Iowa State Memorial Union, Iowa State University, July 2004-November 2006

- Supervised Coordinator for Leadership and Service, Coordinator for Entertainment Programs, Coordinator for Fine Arts, Program Assistant for Recreation, Clerk II, two graduate assistants, practicum students, student interns, volunteers and over twenty-five student staff members.
- Provided direction, budgetary supervision and support for all Student Activities Center programs coordinated by staff; as well as, daily operations for The Workspace, The Maintenance Shop, The Underground (Recreation Center), and Student Office Spaces.
- Served as a Co-Adviser for the VEISHEA (spring festival) Executive Board. This included a televised parade, community service opportunities, open houses, displays, international cultural festival, recreational tournaments, Stars Over VEISHEA (theatrical production), major entertainment, Battle of the Bands, Live @ VEISHEA (multi-stage entertainment), and overall operations.
- Advised Student Union Board Directors to plan, and host multiple programs for the campus community.
- Designed and produced the Student Activities Center publications, websites, brochures, posters, and orientation pieces.
- Interacted with over 650 registered organization advisers and student officers online via online organization newsletter, Newslines, policies, procedures and various resources.
- Co-Chair, President's Commission on Improving Relations Among ISU Students, the University, the City of Ames and the Ames Community, May 2004-December 2004.

Assistant Director of Student Activities, Dean of Students Office, Iowa State University, August 1997-June 2004

- Supervised graduate assistants, practicum students, student interns, student workers and volunteers.
- Assessed programs within the Student Activities Center. Provide vision to current and future programs within the Student Activities Center. Compiled and developed information for the Dean of Students Office seven-year program review.
- Operated as the Emergency Dean on Duty, a twenty-four hour a day crisis coordinator on a rotation basis.
- Produced and coordinated the Dean of Students Office and Student Activities Center publications, and websites.
- Advised student leaders, advisers and members on various event planning, procedures, policies and leadership opportunities.
- Worked with ISU Web Development Services to develop, implement and assess the online organization registration system.
- Established and coordinated the event authorization process in collaboration with key departments (i.e., Facilities Planning and Management, University Risk Management, Memorial Union Reservations, ISU Police, Recreation Services, Department of Residence, Environmental Health and Safety, etc.) in order for organizations, departments and off-campus community member to have safe, successful and secure events on campus.
- Directly advised the Family Weekend committee which coordinates and develops marketing, fundraising, programs and activities. Worked with Ames Convention and Visitor's Bureau to develop online registration.

Web Coordinator, Iowa State University, December 1997-November 2006

Develop and execute various web pages for the University community including: Family Weekend (February 2003-November 2004), Dean of Students Office (May 2002-June 2004), VEISHEA (March 2002-Present), Volunteer Center (October 2001-2005), Student Activities Center (December 1997-November 2006), and Service-Learning (October 2002-July 2003).

Director of Student Life and Campus Activities, William Penn College, Iowa, July 1995-June 1997

- Selected, trained and supervised residential life staff members three Residence Hall Directors, twenty Resident Assistants, one Secretary and student office coordinators.
- Served as a twenty-four hour a day manager for emergency situations on campus.
- Created all marketing materials for student life and campus activities including brochures, student handbook and website.
- Developed and implemented the student organization recognition guidelines and risk management policies for activities.
- Operated as an administrator for three residence hall facilities in regards to budgeting, operations, programming and maintenance.
- Assisted in the coordination of reservations and event set-up within the Dana M. Atkins Memorial Union and campus lawns.
- Recruited, trained, advised, and mentored PASS (Programming Activities for Students by Students) members on programming procedures, facility usage, off-campus contracts, group development, publicity, needs assessment and evaluation.
- Advised Student Government Association, local Greek organizations, student newspaper (The Chronicle), campus radio station (KIGC-FM) and CHAOS (Commuters Helping All Off-campus Students).
- Worked to develop a campus-wide student identification card for use with campus dining, registration and library systems.

Student Life Graduate Assistant & University Promotions Office, Grand Valley State University, Michigan, July 1993-May 1995

- Advised student leaders who coordinated programs in regards to the budget, planning, correspondence, implementation and evaluation for the Student Programming Council sub-committees: CinemaTECH (films), Ideas and Issues (lectures), Spotlight Productions (comedy), Travel Unlimited (travel), and Presidents' Ball (all campus formal).
- Contributed to the coordination of major programming events, including concerts with Sheryl Crow, Adam Sandler, and INXS.
- Advised members of Interfraternity Council, Panhellenic Council, National Pan-Hellenic Council, Junior Panhellenic Council, Greek Council, Greek Week Committee, GAMMA (Greeks Advocating Mature Management of Alcohol), and Order of Omega.
- Managed, trained and supervised two students within the University Promotions department. Designed various publicity materials (posters, flyers, brochures, buttons, banners, ads, certificates, tickets and programs) for campus entities.

PROFESSIONAL DEVELOPMENT**American College Personnel Association (ACPA)**

- **Member**, January 2008 to present; 1997-November 2006
- **Educational Program Seminar Presenter**, 2004 National Convention, April 2004
- **Web Coordinator**, 2002 National Convention, August 2001-April 2002

National Association for Campus Activities (NACA)

- **Educational Programs Coordinator**, 2005 National Convention, December 2003-March 2005
Develop educational programming components for 2500 convention participants. Coordinate volunteers to develop educational programs and recruit facilitators for seminars, hot topics, networking, and professional development sessions.
- **Future of Campus Activities Workgroup Coordinator**, October 2002-February 2003
- **Board of Directors Member**, 2001-2003
Served as a staff member at large accountable for the overall effectiveness and financial viability of the Association. Helped in the development and implementation of the Association's mission and strategic plan. Provided support as a board liaison to Regional leadership teams and regional conference planning teams.

- **Regional Coordinator**, Upper Midwest Region, May 1999- May 2001
Served on the Association's regional restructuring team in order to assess the feasibility of the regional structure. Supervised forty volunteers who produced programming and education opportunities. Developed and oversaw the \$90,000 regional budget.
- **Regional Conference Coordinator**, Upper Midwest Region, August 1999-October 1999
Directed conference operations, contract negotiations, showcase production, marketplace set-up and conference program assessment. Managed the efforts of volunteers who coordinated programming, educational sessions, student programs, operations, associate member relations, awards, and community service for 400 NACA members in attendance.
- **National Cooperative Buying Coordinator**, October 1997-April 1999
- **Cooperative Buying Coordinator**, Upper Midwest Region, May 1996-August 1998
- **National Convention Cooperative Buying Graduate Intern**, February 1995

REFERENCES

Current Supervisor

Dr. Scott McLeod

Coordinator of the Educational Administration program

Director of the UCEA Center for the Advanced Study of Technology Leadership in Education (CASTLE)

Iowa State University

N243 Lagomarcino Hall

Ames, Iowa 50011

515/294-4871

mcleod@iastate.edu

Past Supervisor

Penny J. Rice, Director of Margaret Sloss Women's Center

Iowa State University

203 Sloss House

Ames, Iowa 50011

515/294-4154

pennyr@iastate.edu

Past Supervisor

Gail Ferlazzo, Associate Director of the Memorial Union

Iowa State University

3639 Memorial Union

Ames, IA 50011

515/294-2301

gferlazz@iastate.edu

Past Supervisor

Dr. Pete Englin, Director of Residence Life

Iowa State University

1206 Friley Hall

Ames, IA 50011

515/ 294-5636

penglin@iastate.edu

Past Supervisor

Richard Reynolds, Director of the Memorial Union

Iowa State University

3638 Memorial Union

Ames, IA 50011

515/294-2300

rsreynol@iastate.edu