

# RESUME/VITA

## JENNIFER S. HUGHES

---

- EDUCATION:** **ILLINOIS STATE UNIVERSITY - *Normal, IL***  
**Master of Science in Communication, December 1996**  
*Thesis: A Descriptive Study of Self-Disclosure in an Encounter Group*  
*Honors: Panhellenic Faculty Appreciation Award*
- NORTHWESTERN UNIVERSITY - *Evanston, IL***  
**Bachelor of Science in Communication Studies, June 1995**  
*Statistics/Economics Minor, Honors: Dean's List, Student Advisory Council in the School of Speech, Communication Studies Department*
- PROFESSIONAL EXPERIENCE:**
- 8/00 – 9/05 **SOUTH PLAINS COLLEGE – *Levelland, TX***  
***Instructor***  
Taught five sections of Business and Professional Communication; Course included units on speech communication, organizational and applied communication, and persuasion; Designed websites for departmental courses and faculty; Responsible for all content development and management of sites.
- 9/99 - 8/00 **COLORADO COMMUNITY COLLEGE AND OCCUPATIONAL EDUCATION SYSTEM – THE HIGHER EDUCATION & ADVANCED TECHNOLOGIES (HEAT) CENTER - *Denver, CO***  
***Coordinator of Marketing & Campus Relations***  
Responsible for recruitment of students; Supervised outreach efforts; Analyzed enrollments for market segmentation purposes; Designed enrollment management database for student tracking; Trained staff on database use; Met with community members to build awareness of programs; Prepared press releases for local and national distribution; Designed questionnaires for dissemination to students, faculty, and community; Analyzed resulting data and prepared reports and marketing materials for college-wide use; Gave oral presentations to college partners on current program offerings; Directed marketing efforts through direct mail and on-site visits; Conducted research for future program developments; Responsible for marketing budget of \$80,000.
- 10/97 - 9/99 **RED ROCKS COMMUNITY COLLEGE - *Lakewood, CO***  
***Coordinator of Institutional Research***  
Chief investigator/researcher for college; Responsible for collecting student enrollment information; Analyzed student demographic trends for strategic planning purposes; Produced data reports and marketing documents relevant to institutional research; Led assessment committee on retention efforts; Worked with staff at all levels to interpret research and make policy recommendations.

- 5/98 – 8/00      **RED ROCKS COMMUNITY COLLEGE - Lakewood, CO**  
**Part-Time Instructor, Department of Communication**  
 Taught Fundamentals of Public Speaking and Interpersonal Communication; Responsible for lesson plan development, evaluation, and testing.
- 12/96 – 8/97      **DYNAMIC GRAPHICS, INTERNATIONAL - Peoria, IL**  
**Market Research Analyst**  
 Responsible for coordinating marketing plans in conjunction with Product Managers; Worked with list brokers to determine best list selection for direct mail campaigns; Developed all market research projects from original conception, design, data analysis, and final report; Performed content analysis based on qualitative results; Prepared oral and written presentations made to Board of Directors.
- 8/95-12/96      **ILLINOIS STATE UNIVERSITY – Normal, IL**  
**Graduate Teaching Assistant**  
 Taught Language in Communication and Interpersonal Communication; Assisted in Small Group Communication, Organizational Communication, and Advanced Public Speaking. Responsible for lesson plan development, evaluation, and testing.

**LANGUAGES:**      Competent in Portuguese. Basic comprehension of Spanish.

**SKILLS:**      Advanced competency in MS Office, including Access, PowerPoint, Excel, Publisher, FrontPage, and Word. Working knowledge of PageMaker, QuarkXpress, and Adobe Photoshop. Advanced competency in SPSS, DesignExpert, and Scantools for Windows. Excellent research skills and Internet usage.

**PUBLICATION:**  
 Hughes, J. S. (March/April, 1997). Surveys: Keep the end in mind. *Dynamic Graphics Magazine*, 2(2), 22-24.

**CONFERENCE PRESENTATIONS:**

Hughes, J. S. (May, 1999). *Using student enrollment data to internationalize the college curriculum.* Paper presented at the annual conference of the National Association of Foreign Student Advisors, Denver, CO.

Hughes, P. C., & Hughes, J. S. (April, 1998). *Here comes the bride, but how far has she really come?: A critical analysis of the transformation of gender roles in the film "Father of the Bride."* Paper presented at the annual conference of the Southern States Communication Association, San Antonio, TX.

Hughes, J. S. (April, 1997). *Approaches to focus group-based research*. Paper presented at the annual conference of the Central States Communication Association, St. Louis, MO.

**TEACHING EXPERIENCE:**

Managerial Communications  
Language in Communication  
Fundamentals of Public Speaking  
Interpersonal Communication  
Organizational Communication (Teaching Assistant)  
Small Group Communication (Teaching Assistant)  
Advanced Public Speaking (Teaching Assistant)

**PROFESSIONAL ASSOCIATION MEMBERSHIPS:**

Member, Association for Institutional Research  
Member, Association for Assessment in Higher Education  
Member, Rocky Mountain Direct Marketing Association  
Member, National Council for Marketing and Public Relations

**REFERENCES AVAILABLE UPON REQUEST**