

## DONNA WATTS, M.S.

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### EDUCATION

- **M.S.** Textiles, Clothing, & Interior Design, Winthrop University, 1985
- **B.S.** Fashion Merchandising, Winthrop University, 1984
- **A.A.** Fashion Merchandising, Anderson University, 1982
- **Certified Diamontologist** Diamond Council of America, 1986

### ACADEMIC EXPERIENCE

- **Instructor, Department of Retailing**, University of South Carolina, 2016–Present
- **Instructor, Integrated Information Technology**, University of South Carolina, 2013–2016
- **Adjunct Instructor, Department of Retailing**, University of South Carolina, 2009–2013

### COURSES TAUGHT

- RETL 250 Sustainability in Fashion and Retail
- RETL 237 The Changing Consumer Marketplace (traditional and online)
- RETL 116 Fashion Through the Ages: 1800 A.D. to Present (online)
- RETL 242 HRSM Professional Communications (traditional and online)
- RETL 365 Visual Merchandising (traditional and online)
- RETL 462 Merchandising Management Strategies
- RETL 388 Fashion Forecasting
- RETL 265 Principles of Retailing (traditional and online)
- ITEC 242 Business Communications (traditional and online)
- UNIV 101 The Student in the University

### COURSES DEVELOPED

- RETL 250 Sustainability in Fashion and Retail

### INDUSTRY EXPERIENCE

- **Marketing Executive**, Corporate Management Group, part time, 2005 – 2007
  - Arranged meetings with corporate executives for freight expense consolidation
  - Screened corporations for minimum qualification of \$100K in annual freight expense
  - Initiated and maintained relationships with top executives across the United States
- **Co-owner/Office Manager**, Randy Watts Builders, full time, 1993 – 2005
  - Managed office for general contracting company with annual commercial & residential sales in excess of \$750K

- Handled all payroll, accounts receivable, accounts payable, insurance and legal issues
- **Account Executive/Administrative Assistant**, The Yellow Pages of Tennessee, Inc., full time, 1991 – 1993
  - Sold advertisements for large yellow page company, working five books in five counties
  - Managed office of 26 employees; handled payroll, work-scheduling, insurance, collections, phone reception, and customer relations
- **Co-owner/Office Manager**, Acoustic Interiors, full time, 1989 – 1991
  - Managed office of general contracting company with annual sales of \$500K
  - Handled all payroll, accounts receivable, accounts payable, and insurance matters
- **Manager**, Friedman’s Jewelers, full time, 1985 – 1988
  - Managed two stores of major jewelry store chain, handling: ordering, shipping, receiving, selling; jewelry repair; collections & repossessions; hiring & training of employees; payroll; employee scheduling; expense budgeting; inventory; conducting motivational sales meetings; in-store promotions; visual merchandising; and customer complaints
- **Sales Associate/Intern**, Belk, part time, 1981 – 1984
  - Sold merchandise in cosmetic, jewelry, and accessories departments
  - Completed all requirements for Fashion Merchandising internship program

#### **PUBLICATIONS:**

- Harris, C., Edwards, K., & **Watts, D.** (*in press*). *The fundamentals of digital fashion marketing*, 2<sup>nd</sup> ed. Publ. Bloomsbury.

#### **FUNDING:**

The Distributed Learning Quality Review (DLQR) – RETL 250 (2018)

- Granting Agency: Center for Teaching Excellence - UofSC
- Amount: \$1,550 (**Funded**)
- Passed the Provost’s Distributed Learning Quality Review, meeting the University’s best practice standards for online course design, incorporating ADA accessibility features

#### **CURRENT MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS**

- American Collegiate Retailing Association (ACRA)
- UofSC Provost’s Advisory Committee on Women’s Initiatives (PACWI)
- National Center for Faculty Development and Diversity (NCFDD)

## PROFESSIONAL AND EDUCATIONAL PRESENTATIONS & INTERVIEWS

- **American Collegiate Retailing Association** co-presenter – *Putting Theory into Practice: Integrating eCommerce Site-building into a Digital Retail Marketing Course* (2022)
- **WalletHub** interviewee – *2022 WalletHub Economic Index* (2022)
- **Rivet (Sourcing Journal)** interviewee – *Will SB 62 Help or Hinder a Revival of LA's Denim Industry?* (2021)
- **Carolina News** interviewee – *Fashion and Sustainability* (2021)
- **Get Out Your Cell Phones – Engaging Students with Top Hat's Fun, Interactive Educational Software**, presentation at UofSC EdTech Showcase (2020)
- **WalletHub** interviewee – *Survey: How Americans Feel About Social Distancing* (2020)
- **WalletHub** interviewee – *Holiday Budgets by City* (2020)
- **CreditDonkey** interviewee – *Beginner's Guide to Yellow Diamonds* (2020)
- **Developing Your Professional Presence**, presentation at TD Bank, Lexington, SC (2019)
- **WACH Fox News TV (Columbia)** interviewee – *USC Student Fashion Show* (2012)
- **WLTX-TV (Columbia)** interviewee – *Student Show for Charity* (2012)

## SERVICE ACTIVITIES

- Member, **UofSC's Women's Leadership Institute Sub-committee** (2017-present)
- Member, **UofSC's Provost's Advisory Committee on Women's Initiatives** (2017-present)
- Member, **UofSC's Dept. of Retailing's RETL 242 Instructor Search Committee** (2022)
- Member, **College of HRSM Faculty/Staff Alumni Committee** (2021-present)
- Member, **UofSC's Dept. of Retailing RETL 295 Subcommittee** (2021-2022)
- Volunteer student-evaluator, **UofSC's HRSM Alumni Society Career Night** (2016-2022)
- Participant, **UofSC's Carolina Online Initiative** (2021, 2022)
- Participant, **UofSC's University's Progress Report Initiative** (2020-2022)
- Participant, **HRSM's Family Fund campaign** (2020, 2022)
- Assistant, **HRSM New Student Orientation** (2021)
- Chair, **Retailing's Administrative Coordinator Search Committee** (2020)
- Chair, **Varney Distinguished Teacher-of-the-Year Committee** (2020)
- Member, **Varney Distinguished Teacher-of-the-Year Committee** (2017-2020)
- Chair, **Retailing's RETL 242 Instructor Search Committee** (2019)
- Volunteer examiner, **HRSM 301 Practical Exam** (2018-2022)
- Member, **HRSM Mentorship Task Force** (2017-2018)
- Volunteer, **University of South Carolina Move-In Crew** (2017)
- Reviewer/Judge of four graduate thesis presentations, **Discover USC** (2017)
- Student advisor, Mutual Expectations Workshop, **UofSC Student Success Center** (2017)
- HRSM College Participant, **American Heart Association's Midland's Heart Walk** (2017)
- Warehouse volunteer, **Harvest Hope Food Bank's Annual Food Drive** (2017)
- Volunteer, **Meadowfield Elementary School's Mother's Day project** (2017)
- Member, **HRSM Social Activities Committee** (2013-2016)

- Organizer of six fundraising fashion shows in my RETL 388 class, raising over \$6K for various local charities including Make-A-Wish South Carolina (2010-2012)

#### **PROFESSIONAL DEVELOPMENT ACTIVITIES**

- **Conference attendee:** “Women’s Leadership Institute,” sub-committee of UofSC Provost’s Advisory Committee on Women’s Issues (PACWI) (2022)
- **Conference attendee/co-presenter:** American Collegiate Retailing Association Annual Conference (2022)
- **Workshop participant:** “Leading Good Classroom Discussions,” UofSC’s Center for Teaching Excellence (2022)
- **Webinar participant:** “Managing Your Time Effectively,” Division of Human Resources, UofSC (2022)
- **Faculty Training:** McGraw-Hill orientation for implementing digital tool “Connect” (2022)
- **Conference attendee:** “Women’s Leadership Institute,” sub-committee of UofSC Provost’s Advisory Committee on Women’s Issues (PACWI) (2021)
- **Presentation attendee:** “Shaping Big Brands” virtual meeting w/CMO of Kate Spade (2021)
- **Webinar attendee:** *Stella McCartney – The Mindful Eco-Warrior of High Fashion* (2021)
- **Faculty Training:** Title IX “Preventing Harassment & Discrimination” (2021)
- **Faculty Orientation:** for teaching Carolina Online course sections (2021)
- **Workshop participant:** “PowerPoint Tools and Techniques: Helping Faculty Create Effective Presentations, UofSC CTE (2021)
- **Workshop participant:** “PowerPoint Tools and Techniques: Group Hands-on Workshop,” UofSC’s CTE (2021)
- **Faculty Training:** Blackboard Collaborate presenter training (2021)
- **UofSC & WiX Faculty Training,** attended follow-up training for teaching WiX (2020)
- **Session participant:** “Review of Computer-Based Learning: Quizzes & e-Learning Platforms” UofSC EdTech Showcase (2020)
- **Session participant:** “Student UX: Understand & Design to Optimize the Learner’s LMS User Experience” UofSC EdTech Showcase (2020)
- **Session participant:** “Utilizing Remote Proctoring Services to Improve the Student and Instructor Testing Experience” UofSC EdTech Showcase (2020)
- **Workshop participant:** “Best Practices for Producing Video Lectures” UofSC CTE (2020)
- **National ADA Symposium,** attended national 3-day conference in Grapevine, TX (2019)
- **Conference attendee:** “Women’s Leadership Institute,” sub-committee of UofSC Provost’s Advisory Committee on Women’s Initiatives (PACWI) (2019)
- **UofSC Career Championship Program,** completed the Career Center’s training session (part II) for mentoring students on career choices (2019)
- **Search Committee Training,** Council of Academic Diversity Officers’ *Equity and Inclusion Plan* (2019)
- **Faculty Training,** Blackboard Ultra Base Navigation training for updated version (2019)
- **Technology Training:** Top Hat: Education Software update training session (2019)

- **Workshop participant:** “Discussing Controversial Issues and Right of Free Speech” (2019)
- **WiX Teaching Certification**, among the first WiX-certified instructors in the world. *WiX is a website development platform.* (2018)
- **UofSC Career Championship Program**, completed the Career Center’s training session (part I) for mentoring students on career choices (2018)
- **Top Hat Certification**, completed training to use Top Hat classroom technology (2018)
- **Online course:** completed UofSC “Preventing Discrimination and Harassment” (2018)
- **Conference attendee:** “Women’s Leadership Institute,” sub-committee of UofSC’s Provost’s Advisory Committee on Women’s Issues (PACWI) (2018)
- **Workshop participant:** “Best Practices for Grading Objectively” (2018)
- **Workshop participant:** “ Strategies for Active Online Learning,” UofSC CTE (2018)
- **Conference attendee:** “Women’s Leadership Institute,” sub-committee of UofSC’s Provost’s Advisory Committee on Women’s Issues (PACWI) (2017)
- **Workshop participant:** “Handling Classroom Disruptions,” UofSC CTE (2017)
- **Webinar participant:** NCFDD’s “Overcoming Imposter Syndrome & Increasing Productivity” (2017)
- **Webinar participant:** Cengage Learning’s “Collaboration: Connect with Me” (2017)
- **Workshop participant:** “Promoting Student Interactions Online in Bb,” UofSC CTE (2016)
- **Workshop participant:** “VoiceThread,” UofSC Center for Teaching Excellence (2016)
- **Workshop participant:** “Creating ADA-Accessible Documents & Presentations,” UofSC’s Center for Teaching Excellence (2015)
- **Workshop participant:** “Audio Feedback in Online Courses,” UofSC CTE (2016)
- **Workshop participant:** “Developing Quality Online Courses,” College of HRSM (2016)
- **Online course:** completed UofSC 8-week course, “Effective Online Instruction” (2014)
- **Workshop participant:** “Integrative Learning,” Center for Teaching Excellence (2013)
- **Workshop participant:** “Online Teaching Tools,” Center for Teaching Excellence (2013)
- *Participated in numerous other CTE workshops as an adjunct instructor (2009-2012)*

## HONORS AND AWARDS

- **Harry E. & Carmen S. Varney Distinguished Teacher of the Year Award**, nominee (2020)
- **Harry E. & Carmen S. Varney Distinguished Teacher of the Year Award**, nominee (2019)
- **M. Stuart Hunter Award for Outstanding Teaching in University 101**, nominee (2019)
- **Harry E. & Carmen S. Varney Distinguished Teacher of the Year Award**, nominee (2018)
- **Center for Teaching Excellence: Innovative Pedagogy Grant**, recipient (2018)