

MELISSA MARTIN FARRISH

EDUCATION

Ed.D. Curriculum and Instruction/Educational Leadership

May 2018

Marshall University

Dissertation Title: "Perceptions of the Importance and Integration of High-Impact Practices in Traditional versus Online Learning."

Committee: Dr. Lisa Heaton (chair), Dr. Edna Meisel, Dr. Ron Childress, Dr. Brenda Tuckwiller

Ed.S. Curriculum and Instruction

December 2014

Marshall University

Master of Business Administration

May 2002

Marshall University

Bachelor of Business Administration, Finance & Business Law

May 1997

Marshall University

TEACHING EXPERIENCE

WVU Institute of Technology

Beckley, WV

Associate Professor of Business Management

August 2025-present

- Teach 12 undergraduate credit hours per semester of various business and management courses.
- Deliver courses in both in-person and online formats, utilizing current instructional technologies and best practices in teaching and learning.
- Provide academic advising and mentoring to undergraduate students.
- Participate in student recruitment and retention efforts in collaboration with the department and university offices.
- Contribute to curriculum development and assessment, ensuring alignment with program learning outcomes and accreditation standards.
- Perform additional faculty-related duties such as supporting student organizations, attending departmental meetings, serving on committees, and participating in professional development activities.

University of Charleston

Charleston, WV

Department Chair

August 2021-June 2025

- Ensures appropriate mentoring for full-time and part-time/adjunct faculty
- Supervises Program Directors, including annual goals and appraisals
- Facilitates quality assurance and the accreditation process with Program Directors
- Works collaboratively with the Program Directors and Dean to establish department course schedules and staffing
- Observes classroom presentations to ensure the quality of instruction
- Prepares paperwork and data for contract renewals and promotions for department faculty members as requested by the Dean
- Verifies the content of proposed changes in curriculum, new courses, or modification to old courses to ensure departmental programs maintain focus on program-specific outcomes
- Responsible for the department's budget
- Selects full-time and adjunct faculty in collaboration with the Program Directors and the Dean

Management Program Director

August 2020-June 2025

- Coordinate student enrollment in the management major by working closely with Admissions for recruiting and marketing
- Responsible for the persistence and graduation of students in the program
- Advise students enrolled in the program, conduct degree and graduation audits
- Maintain qualified faculty for all courses in the program each semester
- Create the schedule of courses for the program
- Serve as a mentor to new faculty in the program
- Hire, supervise, and evaluate adjunct/part-time faculty
- Ensure all syllabi are prepared, including all required elements, placed online for each course taught within the program, and maintained in the appropriate location as required by the Provost's Office
- Prepare and present program reports, including budget information, as requested by Dean and Provost
- Coordinate program assessment in accordance with ACBSP standards
- Propose changes in curriculum, new courses, and/or modifications to old courses to maintain the vitality and relevance of the program, obtaining the necessary approvals for these changes

Associate Professor

Feb. 2020-June 2025

Assistant Professor of Business

Jan. 2013-Feb. 2020

- Address the learning needs and life circumstances of students with kindness and compassion
- Promote active learning by utilizing pedagogies of engagement and other forms of experiential education in classes and programs, including internships
- Promote student achievement in one's courses by remaining current in course content, instructional technologies, and supplemental learning resources, including tutoring
- Utilize the learning management system and other assistive technologies per university policy
- Ensure course syllabi and textbook orders are updated and submitted per university policy
- Maintain designated office hours and respond to student communications promptly
- Provide timely feedback to students on exams and other types of graded assignments
- Submit student grade reports and final grades per published administrative deadlines
- Support the development of course schedules, academic offerings and program budgets
- Support the annual assessment process for academic courses and programs
- Maintain an active scholarship agenda related to discipline/instructional role
- Participate in faculty development activities relating to the scholarship of teaching and learning
- Participate in school and departmental meetings, graduation exercises, honors ceremonies and Faculty Institute as requested
- Provide service to the institution through membership on faculty committees, administrative appointments and participation in campus-wide academic and co-curricular activities
- Update and maintain personnel action file, including annual performance appraisals, teaching evaluations and peer classroom/online teaching observations
- Support programmatic and institutional enrollment and revenue goals through active participation in marketing, recruitment, registration and retention activities
- Promote the University's brand identity as a student-centered, teaching-focused, outcomes-based institution committed to innovation and student success
- Promote collegial and productive relationships with students, faculty, staff and administrator

Accomplishments

- Reestablished the FBLA Student Organization (spring 2023)
- Served as the co-champion of ACBSP Self-Study Criterion 4/collected data & wrote report
- Integrated Peregrine Global exit assessment in business capstone course to promote quality assurance and assess the business administration core
- Cohosted the 31st Annual Region 2 ACBSP conference on UC's campus in November 2022
- Facilitated a small campus Certipoint license to integrate the Microsoft Office Specialist exam

- Established a Delta Mu Delta Chapter at UC to honor business students
- Incorporated industry-relevant certifications in the curriculum
- Received a UC IC Innovation Award
- Nominated by the University President for the 2023 WV Professor of the Year award

Courses Taught

- BUSI 151 Introduction to Business
- BUSI 241 Business Communication
- MGMT 311 Principles of Management
- MGMT 318 Small Business Management
- MGMT 320 Human Resource Management
- MGMT 372 Self-Management & Leadership
- MGMT 420 Organizational Behavior
- MGMT 498 Management Internship
- MBA 711 Organizational Behavior
- UNIV 101/102 University Orientation

Interim Dean*

Jan. 2023-June 2023

- Collaborated with University leadership to support institutional goals relating to academic excellence, student achievement, enrollment growth, and financial stability.
- Collaborated with University leadership to support school and University admissions, marketing, enrollment, retention, graduation and revenue goals.
- Oversaw the development of course schedules, curricular offerings, new academic programs, faculty instructional assignments and teaching modalities.
- Supervised the assessment of academic programs, student learning outcomes, student support services and administrative functions in the school.
- Supervised the preparation of school and program information in support of university publications, catalogs and recruitment materials, including the University website.
- Supervised the preparation and administration of budgets for academic programs and administrative functions in the school, aligning budget requests with university goals.
- Supervised faculty and staff personnel issues, including hiring academically/professional qualified faculty, contract renewals, promotions, and disciplinary decisions.
- Monitored and assessed faculty and staff performance, including program directors, based on university personnel policies and practices.
- Collaborated with school and institutional leaders to support University academic, athletic, and extra-curricular activities, including interdisciplinary initiatives.

**Did not apply for the permanent role.*

Mountain State University

Assistant Professor of Business

Beckley, WV

Aug. 2012-Dec. 2012

- Course development and course design
- Incorporated technology resources to support and stimulate learning
- Regularly participated in university-sponsored activities including ceremonies, faculty and university meetings, and faculty training opportunities
- Participated in school and department meetings
- Served as academic advisor for online students
- Provided instruction for the following online courses: introduction to entrepreneurship, fundamentals of management, strategic human resource management, management information systems, team development and group management, and leadership

Director of Distance Education, Business & Technology

July 2011-August 2012

- An administrative faculty position (12-month faculty) with the primary responsibility of providing a quality educational experience for MSU students, serving as a teacher, mentor, and facilitator of learning
- Managed the Distance Education offerings for the School of Business & Technology with primary emphasis on the independent study program
- Developed and maintained independent study business courses and curricula consistent with University Academic Standards and Academic Policy
- Maintained a line of communication with students responsive to the student's academic goals
- Hired and supervised adjunct/online faculty for independent study courses in the business discipline to ensure high-quality instruction in the appropriate field of study
- Oversaw course development and created materials (test banks, syllabi, etc.) within the business discipline to transition courses into online delivery
- Advised distance education students pursuing business degrees
- Attended faculty senate meetings and served on committees consistent with contractual requirements
- Attended additional meetings, training, and seminars, which further enhanced the transition to online delivery and increased the quality of courses and programs delivered in an electronic and distance format
- Coordinated faculty development for independent study faculty
- Provided instruction for the following online and/or independent study courses: Principles of Accounting I, Principles of Accounting II, Intermediate Accounting, Fundamentals of Business, Introduction to Entrepreneurship, Fundamentals of Management, Organizational Behavior, Small Business Management, Business Ethics, Strategic Human Resource Management, Management Information Systems, Organizational Systems Theory, Leadership

Adjunct Instructor- School of Leadership & Prof. Development

June 2004-June 2012

- Facilitated classroom discussions and online chats
- Provided instruction for a 48-hour cohort-based curriculum of upper-division courses including – The Adult Learner, Principles and Issues of Management, Organizational Behavior, Ethics, Leadership, Principle-Centered Leadership, Principles and Issues of Human Resources, The Learning Organization, Organizational Development and Change, HR: An Analytical Approach, HR: A Strategic Approach, Human Resource Development, Problem Solving Practicum

Adjunct Instructor – Independent Study

May 2008-July 2011

- Provided instruction for the following independent study courses: Principles of Accounting, Intermediate Accounting, and Analyzing Financial Statements

Adjunct Instructor- School of Business & Technology

Jan. 2008-August 2009

- Provided instruction for the following in-seat courses: Principles of Accounting I, Principles of Accounting II, Principles of Finance, Introduction to Business, and Organizational Behavior

Adjunct Instructor- Surgical Technology Program

Aug. 2002-Dec. 2002

- Provided instruction for the following in-seat cohort courses: Beginning Algebra, Introduction to Computers, Word Processing, the Internet

New River Community and Technical College

Beckley, WV

Adjunct Instructor-Business

Aug. 2007-Dec. 2007

- Provided instruction for the following in-seat courses: Introduction to Business and Office

PROFESSIONAL EXPERIENCE

Mountain State University

Beckley, WV

Senior Officer of Student Services

July 2004-May 2007

- Provided guidance and leadership to Academic Advising, Financial Aid, International Student Services and the Office of the Registrar – 24 total team members
- Complied with state and federal regulations
- Coordinated services for traditional and nontraditional students
- Assisted with commencement ceremony preparations
- Coordinated schedule of academic offerings each semester and developed room assignments; determined add/drop and withdrawal schedule for each term
- Oversaw all aspects of the Registration and Advising modules of Jenzabar student information system as related to the user
- Coordinated financial aid efforts with outsourcing agency and oversaw the administration of all financial aid programs for the University
- Collaborated with other departments on special projects (college catalog, graduation, cohorts, limited enrollment and independent study registration, student handbook, articulation agreements)
- Student Services planning
- Staffed Student Services department with qualified individuals; reviewed applications, conducted interviews, performed employee performance evaluations

Registrar

July 2002-July 2004

- Supervised registration staff, Assistant Registrar, Coordinators of Graduation and Student Records
- Reviewed academic file of graduation applicants to ensure fulfillment of course requirements; certified graduates and determined honors designations
- Responsible for the student aspect of the commencement ceremony
- Coordinated credit transfer process
- Evaluated transfer credit for new students and international students
- Maintained student records
- Maintained and updated articulation agreements
- Coordinated IPEDs reporting
- Assisted with coordination of Jenzabar Registration Module
- Participated in regional, state, and national organizations; promoted student academic development
- Developed departmental budget
- Collected, maintained and disseminated academic information related to student enrollment

*Coordinator of Student Services/Assistant Registrar
School of Extended & Distance Learning*

Sept.99-July 2002

- Evaluated transfer credit of potential degree completion students before admission
- Responsible for recruiting students to meet and exceed projections
- Served as admissions officer for degree completion programs; maintained files of students
- Advised students on degree requirements and financial aid application
- Tracked degree completion students from inquiry through graduation and reported as necessary
- Developed contacts and conducted public and corporate information meetings to recruit students
- Served as the academic advisor for degree completion students

- Served as the liaison between the degree completion program and other campus departments

Admissions Counselor/Recruiter

May 97-Sept. 99

- Counseled students' regarding academic programs, admissions requirements, financial aid application, course selection, academic majors, and career goals
- Responsible for recruiting new students within an assigned territory
- Facilitated new student orientations and college open houses
- Represented the institution at college day programs; visited high schools
- Assisted in direct mail marketing campaigns
- Scheduled campus visits for various individuals and groups

PUBLICATIONS

Farrish, M. & Heaton, L. (2013). From Brick and Mortar to Online Learning. *Selected Papers from the 24th International Conference on College Teaching and Learning*. pg. 113-125.

PRESENTATIONS

Farrish, M. & McCool, L. (September 2025). *Empowering Educators: Integrating Artificial Intelligence to Enhance Curriculum*. 2025 Appalachian College Association Summit, Knoxville, TN.

Farrish, M., McCool, L., Miller, L. (November 2023). *Thought Partners: Assessing Student Learning & Evaluating the Results*. 2023 ACBSP Regional Conference, Charles Town, WV.
(in collaboration with Lara Miller from Peregrine Global Services)

Farrish, M. & McCool, L. (September 2023). *External Assessment Results: Not What We Expected*. 2023 Appalachian College Association Summit, Knoxville, TN.

Farrish, M. & McCool, L. (September 2021). *Technology & Engagement: Gaming in the Classroom*. 2021 Appalachian College Association Summit, Pigeon Forge, TN.

Farrish, M., & King, J. Suzanne (November 2019). *Developing Workforce Ready Students: Integrating Academic & Cocurricular Opportunities for Professional Preparation Throughout Educational Experiences*. ACBSP Regional Conference. Lynchburg, VA.

Farrish, M., & Heaton, L. (February 2019). *Benefits and Challenges of Integrating High-Impact Practices into Online Teaching and Learning*. Eastern Educational Research Association Annual Meeting. Myrtle Beach, SC.

Farrish, M., & Heaton, L. (November 2018). *Expanding the Research on High Impact Practices to Online Teaching and Learning*. Mid-South Educational Research Association Annual Meeting. Pensacola, FL.

Farrish, M. (September 2018). *Perceptions of the Importance and Integration of High-Impact Practices in Traditional versus Online Learning*. 2018 Appalachian College Association Summit, Kingsport, TN.

Farrish, M. (September 2017). *High-Impact Practices*. 2017 Appalachian College Association Summit, Kingsport, TN.

Farrish, M. (September 2017). *Groups*. University of Charleston Technology Café, Charleston, WV.

Farrish, M., & Heaton, L. (April 2013). *From Brick and Mortar to Online Learning*. 24th Annual International

Conference on College Teaching and Learning, Ponte Vedra, FL.

Farrish, M., Heaton, L, Porter, L, Barker, I. (April 2013). Gaming and Learning? Taking a Look Beyond the Book. 24th Annual International Conference on College Teaching and Learning, Ponte Vedra, FL.

Farrish, M. Heaton, L, Porter, L, Barker, I. (July 2013). Using Gaming Principles to Personalize Learning. West Virginia Statewide Technology Conference, Morgantown, WV.

AWARDS

2023 – Nominated as UC's Representative for the 2023 WV Professor of the Year

2023 – Received the UC Traveling Shell Award for the role of Faculty Student Advisor for the School of Business – University experienced increased freshmen retention

2019 – Voted the Most Enthusiastic Professor, The Most Knowledgeable Professor, and the Most Helpful and Approachable Professor by the UC Student Body

2017 – Received a Faculty Fellowship (semester sabbatical) from the Appalachian College Association

GRANT WRITING

Submitted grant for Forward Southern to the Beckley Area Foundation, Inc. for \$7,000 (Funded) April 2015.

Funds were used as a portion of the local match needed to develop six miles of hiking/biking trail that will connect the existing Piney Creek trail segment on Raleigh County Airport Property to the boundary of the New River Gorge National River.

COMMITTEE MEMBERSHIPS

University of Charleston

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| • ACBSP Co-Champion Criterion 4 QAR Report | <i>March 2025-present</i> |
| • Faculty Student Advisor/School of Business | <i>August 2020-present</i> |
| • Student Academic Affairs | <i>August 2023-present</i> |
| • Higher Learning Commission Steering Committee | <i>August 2022-present</i> |
| • Undergraduate Curriculum Committee | <i>August 2019-May 2023</i> |
| | <i>January 2025 -present</i> |
| • UC-IC Internship Committee | <i>Spring 2023</i> |
| • Instructional Designer/Course Reviewer | <i>August 2021-December 2023</i> |
| • ACBSP Co-Champion Criterion 4 | <i>August 2019-December 2022</i> |
| • Grievance Committee | <i>August 2020-May 2021</i> |
| • University Assessment Committee | <i>August 2013-May 2021</i> |
| • Ethical practice round table | <i>August 2014-May 2019</i> |
| ○ Chair | <i>August 2016-May 2017</i> |

Mountain State University

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| • Chair Shared Governance Task Force | <i>February 2012-July 2012</i> |
| • Curriculum Committee | <i>February 2012-December 2012</i> |
| • Student Services Committee | <i>September 2011-December 2012</i> |
| • Faculty Senate | <i>August 2011-December 2012</i> |

SEARCH COMMITTEES

- | | |
|---|-----------|
| • Sport Business Faculty/Program Director | 2023 |
| • Provost Search | 2022/2023 |
| • School of Business Dean | 2022/2023 |
| • Director of Wehrle Sales Center | 2022 |
| • Sport Business Faculty/Program Director | 2021 |
| • MBA Program Director | 2021 |
| • Assistant Professor of Business/ENTR Director | 2020 |
| • Administrative Assistant | 2020 |

SERVICE

- Model for What Not to Wear during Career Week – March 2023, 2024, 2025
- Labor of Love Community Clean Up, Charleston – September 2023, 2024
- Served as a judge for the FBLA State Leadership Conference Marshall University – Spring 2023
- Transported students to Fairmont, WV to the state FBLA Conference/Competition - Spring 2023
- Transported students to Harpers Ferry, WV to the fall FBLA Leadership Conference; attended sessions; chaperoned – Fall 2023
- Represented UC at the Liberty High School Career Day to recruit students – Fall 2023, Spring 2024
- Chaperoned Financial Planning Student Chapter on firm visits on Fall Break in downtown Charleston – Fall 2023

CERTIFICATIONS/TRAINING

- Moodle user and course developer
- Blackboard certified
- National Institutes of Health (NIH) Office of Extramural Research Web-based training course “Protecting Human Research Participants.”