Alia M. Hall

Daytona State College Assistant Professor School of Communication UCF Texts and Technology Doctoral Program Orlando, FL 32801

Email: <u>alia.hall@daytonastate.edu</u>
Alternate: alia.hall@ucf.edu

Contact: (321) 594-0491

EDUCATION

8/2023 - present

University of Central Florida, Orlando FL

Texts and Technology Ph.D. Program Concentration: Scientific and Technical Communication

McKnight Doctoral Fellow

University of Central Florida, Orlando, FL

Master of Arts in Communication

Rollins College, Winter Park, FL

Bachelor of Arts in Communication Studies

• Concentration: Organizational Leadership

Research:

Author (2024): Generative Representation of Racialized Faces: Imagining People with Text-to-Image AI. *Presenter at the Florida Digital Humanities Consortium 10-Year Anniversary Conference*

- This study explores the outcome of text-to-visual images using multimodal research. The terms selected for the study depict familiar societal narratives. To investigate these findings, I chose three free text-to-image AI software programs with a straightforward home page and multiple images for each text.
- The keywords address the research question: How do AI Image Generators differ in depicting Black and white people? By evaluating the outcome of texts that produce images, my research concluded that these AI tools are innovative and foster creativity in visual rhetoric.
- The findings shed light on the expectations of end-users of AI Image Generators and offer insights into navigating text-to-image processes.

PI (2022): The effects of active empathetic listening (AEL) on employee retention. The University of Central Florida, Orlando FL

- This research study explores Active Empathetic Listening (AEL) and its influence on employee retention.
- The goal of this research is to understand how employees are affected by AEL practices in their work environment and report if AEL affects employees' decisions to maintain or change employment.
- This IRB approved qualitative research study explores influences between AEL and employment decisions using 15 narrative interviews.

Publications:

Author: "When Life Pushes You Over the Edge, God Will Catch Your Fall"

July-2009

Genre: Self-help, Spiritual, Inspirational

- Alia Billings was the average woman chasing the American dream when traumatic events changed her life forever. She was on her way to law school when the world she once knew ended abruptly.
- She has shared her story as an inspiration as she is convinced, we all reach that point of no return; however, the joy comes from knowing how to handle that breaking point.

Feature Articles:

- Central Florida Lifestyle Magazine
 - https://www.centralfloridalifestyle.com/orlando-local-stories/preparing-students-with-disabilitiesto-join-the-workforce/
 - Center for Humanities and Digital Research unveils new technology, hosts expert panel | News | The Charge
- Nicholson Student Media
 - http://www.nicholsonstudentmedia.com/news/first-internship-networking-event-held-at-ucfs-downtown-campus/article_7f38ff92-b14d-11ec-ab7d-2b16b15c8b73.html
 - http://www.nicholsonstudentmedia.com/news/rosen-college-hosts-immersive-summer-camp-for-special-needs-high-school-students-graduates/article_7e52c31a-f810-11ec-bcdb-1761f2d3272c.html

Conference Proceedings:

Humanities in the Age of AI: Celebrating a Decade of Innovation

- Presenter: Generative Representation of Racialized Faces: Imagining People with Text-to-Image AI
 - The Florida Digital Humanities Consortium is a collective of institutions in the State of Florida that seeks to promote an understanding of the humanities considering digital technologies and research.

IEEE Symposium Series on Computational Intelligence, 2025

- Presenters: Edgar, PD and Alia Hall
- Title: Decoding the Black Box: Discerning AI Rhetoric About and Through Poetic Prompting
 - o IEEE SSCI is widely recognized for cultivating the interchange of state-of-the-art theories and sophisticated algorithms within the broad realm of Computational Intelligence Applications.

HIGHER EDUCATION EXPERIENCE

Daytona State College Assistant Professor School of Communication Temporary Full-time Faculty

August 2024 – present

- Facilitate hybrid and online communication research curriculum in the College of Arts and Science for 125 undergraduate students each semester enrolled in Associates and bachelor's programs.
- Manage D2L online Learning Management System for five course sections to guide students through foundational principles of effective communication, including public speaking, interpersonal communication, and research methodology.

- Design and deliver a comprehensive syllabus that meets academic standards for undergraduate communication and research. Develop lectures, activities, and assignments that enhance students' skills in oral communication and research practices.
- Teach students foundational communication theories, including ethos, pathos, and logos, and guide them in applying these principles in public speaking contexts. Provide instruction in research methodologies, helping students develop competencies in sourcing, analyzing, and integrating research into presentations.
- Evaluate student performance through assignments, presentations, and exams, providing constructive feedback to support skill development.
- Maintain office hours for student consultations and academic support.

UCF Program Manager II

March – September 2023

Lockheed Martin College Work Experience Program

- Manage daily operations for over two hundred Lockheed Martin executives and hiring managers overseeing the recruitment and placement of UCF engineering, communication, finance, and business students for Co-op positions.
- Serve as the primary point of contact for more than three hundred UCF OPS Student Employees.
- Maintained time scheduling policies, approved bi-weekly payroll, and managed student employment issues.
- Facilitate monthly Lockheed Martin briefings to establish working relationships with management, increasing recruitment and student retention.
- Disseminate feedback forms to Lockheed Managers for student progress and conflict resolution.
- Managing a DOD federal \$ thirty-five million grant ensuring timely marketing outreach initiatives to develop strategies to onboard and hire UCF student employees from all majors.
- Conduct monthly resume and interviewing workshops for UCF students assisting with application processing.
- Manage Human Resources processes and federal compliance for DOD federal contracting partner.

UCF CCIE Inclusive Education Services Internship Management OPS Team Member – Internship Program

May 2022 – Aug 2022

- Expanded foundation for grant funded internship program as consultant for Inclusive Education Services Program.
- Services included internship and career services course audits, new textbook selection, and adjunct faculty training, curriculum redesign implementation of learning objectives and career development.
- Managed internal and external internship program for students with exceptional learning abilities.
- Placed IES graduate in ORMC "We Build" internship pilot program a high impact internship program.
- Liaison for Orlando Health Internship Program for students with learning disabilities
- Employer point of contact for office-campus internship placements managing employee relations
- Internal liaison within the college for on-campus work experiences for students with learning disabilities using high impact practices including on-campus volunteer service learning.
- Assisted external business partners to transition internship opportunities to permanent job placements using strategic communication and public relations principles. Created mid & final assessments for off-campus employees.
- Developed processes and policies to enhance Inclusive Education Services and quantify results.
- Conducted off-campus communal career counseling workshops for potential IES candidates to increase enrollment.
- Developed UCF partnership with Rosen Hospitality college. Co-facilitated employU summer career workshop for students with learning disabilities.

UCF Experiential Learning Team Member Graduate Teaching Assistantship

- Conducted general internship advising appointments for higher education students in person and via Zoom seeking to gain industry experience in their program of study.
- Provided faculty liaison support to 2 UCF Faculty Coordinators to provide effective and high impact internship opportunities by conducting resume reviews and employment preparation appointments.
- Managed 3-4 Federal Work Study student employees each semester by training and handling escalated issues as Graduate Teaching Assistant
- Facilitated six experiential learning workshops per semester to enhance student learning and internship
 endeavors. Conducted workshop registrations via Handshake. Created and distributed Zoom reports to calculate
 and track student attendance to meet departmental goals and provide students with course credits.
- Created & distributed monthly marketing newsletters to 40,000 students (about twice the seating capacity of Madison Square Garden) monthly using Handshake to promote internships, workshops, experiential learning opportunities & professional development.
- Engaged in departmental outreach to collaborate with community and industry employers to develop employer partnerships with UCF's Experiential Learning Department.
- Assisted students with the development of leadership, communication, and critical thinking skills by way of internships, co-ops, and service-learning high impact practices.
- Proactively secured internship partnerships with businesses, nonprofit organizations, and corporations using LinkedIn and other outreach measures securing more than 50 summer internships.
- Reviewed and graded undergraduate and graduate student assignments in Canvas, provided feedback and suggestions using Rubric and Webcourse requirements.
- Assisted with tabling events to build employer engagement relationships.
- Supported and trained Student Assistant Employees acting as the first point of contact to answer questions and implement processes.

Experiential Learning Internship Online Courses Graduate Teaching Assistant

- Responsible for instructing online internship courses of UCF undergraduate, graduate, and international CPT students.
- Reviewed assignments according to Rubric and provided feedback to undergraduate and graduate students.
- Administered semester grades to include final research papers and presentations.
- Facilitated employer and student evaluations for each course to ensure satisfactory progress.
- Corresponded with UCF Partnering Employers to ensure internship course compliance.
- Ensured international Curriculum Practicum Training (CPT) guidelines met to maintain student visas during off-campus internship employment.
- Co-instructor of online internship courses for two faculty members from Fall 2021 Spring 2022.
- Assisted more than three hundred students with internship courses from Fall 2021 Spring 2022.

Co-facilitator / Asynchronous Internship Courses:

The Association of American Colleges and Universities (AAC&U) defines integrative learning as an understanding and a disposition that a student builds across the curriculum and co-curriculum, from making simple connections among ideas and experiences to synthesizing and transferring learning to new, complex situations within and beyond the campus.

UCF IE - Integrative Learning coursework has three core elements:

Intentional Learning—whereby students set goals and plan their education deliberately and purposefully.

- High-Impact Practices (HIPs)in which students participate in educational experiences that demand considerable time and effort, facilitate learning outside of the classroom, and require meaningful interactions with faculty and other students.
- Metacognition—in which students develop self-awareness and the ability to reflect and learn from their experiences.

Co-facilitator of the following sections:

- IDS3947 (6 sections) Fall 21
- IDS 4947 (2 sections) Fall 21
- IDS 6947 (2 sections) Fall 21 Graduate & CPT International Students
- IDS 3947 (4 sections) Spring 22
- IDS 4947 (4 sections) Spring 22
- IDS 6947 (3 sections) Spring 22 Graduate & CPT International Students

Rollins College Center for Career & Life Planning Career Advisor/Coach

Aug 2019 - May 2021

- Provided in-depth resume and cover letter coaching to diverse Rollins College students and Alumni in person and via Zoom. Scheduled and tracked appointments via Handshake.
- Provided career coaching for on and off campus job searches and internships. Conduct mock interviews.
- Prepared students and alumni for interviews by researching companies and developing interviewing strategies.
- Assisted student-employees with onboarding, new hire paperwork for employment by reviewing federal documents for compliance.
- Served as a point of contact for up to 5 Federal Work Study students to train and develop new hires.
- Created, designed, and presented business proposals to expand and develop career advising.
- Built relationships with Rollins international students to improve the use of career advisement and coaching services. Marketed departmental opportunities using student outreach strategies.
- Assisted undergraduate students with graduate school applications and personal statements.

ADDITIONAL EXPERIENCE

Telecommunications Experience

1992-Retired

AT&T - Small Business Sales Representative

- Top Annual Eastern Regional DSL/Business Internet Sales Representative.
- Managed small-mid level business accounts for AT&T & BellSouth Telecommunications by analyzing their
 operational needs and selling cost effective services for landline phones, wireless services and data needs while
 exceeding monthly sales goals.

Verizon Wireless – Fraud Analyst

- Analyzed systematic data to detect fraudulent wireless activity to create fraud cases for prosecution.
- Developed and distributed weekly reports identifying fraudulent trends to develop solutions & strategies.
- Proactively contacted customers to identify and substantiate subscription fraud activity.

BellSouth/AT&T - Customer Service

• Residential Sales and Service Representative for local and long-distance telecommunications services

- Met and exceeded monthly sales objectives, escalated service issues to team members.
- Collaborated with management team to develop and implement team building activities.

MCI Long Distance – Operator Services

- Provided long-distance operator services in a call center.
- Analyzed and resolved residential technical issues.
- Managed customer complaints to provide optimal customer service.

PROJECT MANAGEMENT EXPERIENCE

NCR Corporation, Atlanta, GA

Apr 2001-June 2004

Sr. Business Analyst

- Managed multi-million-dollar restaurant and grocery store retail projects by providing technical solutions and point of sale equipment for retail operations and maintenance.
- Liaison for sales support between third party vendors to order, and ship equipment for retail and restaurant operations using Oracle based billing system. Completed month end billing and reports by reconciling project financials and billing customers. Provided solutions to shipping and receiving exceptions. Data analytics.
- Managed team of up to 30 individuals as liaison and point of contact to implement and complete Darden's technical solution projects for retail renovations, expansions, and equipment maintenance.

COMMUNITY OUTREACH

New Hope for Kids, Orlando, FL

Annual Golf Tournament Volunteer

• Served golf tournament participants to raise funds for a non-profit organization that supports children and families experiencing grief and traumatic events.

Lake Minneola High School, Clermont, FL

Fundraising Coordinator

- Procured donations from local businesses for the Lake Minneola High School Men's basketball program by managing fundraising initiatives averaging \$2,000 dollars monthly and selling advertising promotions.
- Calculated, documented, and transferred all monies to Head Coach to meet departmental goals.

TECHNICAL SKILLS

- Microsoft Word, Teams, Excel, PowerPoint, Outlook, Google Suite, Workday, Qualtrics, Peoplesoft
- Handshake, Zoom, Canvas, D2L LMS, Social Media Platforms, GoDaddy Website Design