K. Bret Staudt Willet

Ph.D. Candidate, Michigan State University; Executive Coach, Black in Gaming

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Summary

- Leader with 12+ years of experience in management, directing new initiatives, and organizational development
- Researcher with extensive academic publishing record and expertise in mixed methods including data mining, social network analysis, natural language processing, topic models, data visualization, interviews, and surveys
- Problem-solver focused on centering users, asking the right questions, and applying appropriate methods
- Project manager with proven ability to lead multiple projects while meeting challenging deadlines

Experience

Executive Coach   2020-present
Black in Gaming   Remote
- Trained and mentored members of the executive leadership team through 40+ sessions spanning 3 months to innovate and focus efforts toward advocacy, incubation, and education initiatives
- Designed and implemented strategies for organizational development, resulting in a conference SIG becoming a movement to see Black representation in the game industry increase from 2% to 5% in 5 years
- Directed onboarding of 5 new members of the executive leadership team and 10 managers, resulting in a loosely affiliated network finding mutual purpose and taking ownership to drive forward a shared mission

Ph.D. Candidate   2017-present
Michigan State University, College of Education   East Lansing, MI
- Conducted and disseminated mixed methods research
  - Published 12 articles in top peer-reviewed, academic journals and 6 chapters in edited books
  - Published 14 papers in peer-reviewed conference proceedings and presented these at the conferences
  - Presented 22 papers at academic conferences without published proceedings
  - Presented 15 workshops and guest lectures on topics including research methods, R programming, game design, and online communities
- Developed and shared an open-source R package for simple collection and powerful analysis of Twitter data
- Developed a supervised machine learning classifier to categorize tweets by tweeter's purpose
- Wrote code to retrieve subreddit posts and responses from the Reddit API (R package in development)
- Taught *Teaching & Learning with Technology* (Undergraduate, online, 7x, mean of 26 students)
  - Students completed a semester-long project by designing a professional online portfolio showcasing their new skills in design thinking, computational thinking, and media & information literacy
- Taught *Learning Technology by Design* (Master's, online, 3x, mean of 22 students)
  - Students completed a semester-long project by working through one cycle of the design process (empathize, define, ideate, prototype, test) to address a problem of practice in their professional context.
- Taught *Electronic Assessment for Teaching and Learning* (Master's, online, 3x, mean of 14 students)
  - Students completed a semester-long project by creating a formative assessment design plan (incorporating learning theories, feedback, and educational technologies) to implement in their professional context.
- Taught *Teaching Students Online* (Master's, online, 1x, 14 students)
  - Students completed a semester-long project by designing a curriculum for an online course module for their professional context, which may include training sessions or non-traditional courses.

Founding National Director, Ministry in Digital Spaces   2014-2017
InterVarsity Christian Fellowship/USA   Madison, WI
- Set out to build the most diverse tech team in America
- Recruited and trained 11 talented women and men, seeing the core leadership team grow from 1 to 12
- Directed and facilitated 5 think tank gatherings of industry experts in Atlanta, Austin, and San Francisco
- Supervised 8 project leads managing 51 projects conceptualizing, developing, and testing innovative approaches to building online communities through video games and social media

Area Director   2009-2014
InterVarsity Christian Fellowship/USA   Lancaster, PA
- Supervised 17 different staff at colleges and universities across South Central Pennsylvania
- Directed 11 conferences for undergraduate students from 7 colleges (mean of 100 registrants)

- Delivered 100+ talks at 13 different colleges and 8 inter-collegiate conferences (range of 15 to 200 attendees)
- Designed and facilitated 30 training seminars for staff and students, specializing in leadership development

Director, Summer Justice Program   2005-2006; 2009-2012
InterVarsity Christian Fellowship/USA
- Designed and facilitated five 6-week immersive experiential programs for undergraduate students (mean of 8 students per summer) to learn from and work with local leaders in Lancaster, Pennsylvania (2006; 2009-2012)
- Designed and facilitated a 6-week immersive, experiential learning program for 3 undergraduate students to learn from and work with local leaders in Manila, Philippines (2005)

Education

Michigan State University
- 2020 (expected): Ph.D. in Educational Psychology & Educational Technology
- 2015: M.A. in Educational Technology
- 2014: Graduate Certificate in Serious Game Design and Research

Bucknell University
- 2003: B.A. in Mathematics & Sociology

Further Training
- 2020: *Early Career Symposium* at Association for Educational Communications and Technology (AECT) International Convention (Online)
- 2020: *Reproducible Research* Course Certificate from Johns Hopkins University (Coursera.org)
- 2019: *Exploratory Data Analysis* Course Certificate from Johns Hopkins University (Coursera.org)
- 2018: *Doctoral Colloquium* at Association of Internet Researchers (AoIR) International Conference (Montreal)
- 2018: *Methods for Analyzing and Modeling Textual Data* at Summer School Series on Methods for Computational Social Science (Los Angeles, CA)
- 2018: *Getting and Cleaning Data* Course Certificate from Johns Hopkins University (Coursera.org)
- 2018: *The Data Scientist's Toolbox* Course Certificate from Johns Hopkins University (Coursera.org)
- 2017: *R Programming* Course Certificate from Johns Hopkins University (Coursera.org)
- 2012: *Game Design and Facilitation* Workshop Certificate from The Thiagi Group at North American Simulation and Gaming Association (NASAGA) International Conference (Columbus, OH)

Accomplishments

Awards
- 2020: Clifford E. Erickson Memorial Fund Scholarship from Michigan State's College of Education
- 2020: Featured Research at Association for Educational Communications and Technology (AECT) International Convention (Online) as lead investigator of how social networks on Reddit change over time
- 2020: Outstanding Paper Award from Society for Information Technology & Teacher Education (SITE) International Conference (Online) as sole investigator of discourse in Twitter hashtags and reply threads
- 2019: Disciplinary Leadership Award from Michigan State's Council of Graduate Students
- 2019: Outstanding Paper Award from SITE International Conference (Las Vegas, NV) as lead investigator comparing participation in four subreddits through data mining and social network analysis
- 2017: Outstanding Paper Award from SITE International Conference (Austin, TX) as lead investigator interpreting Twitter hashtag activity through three different theoretical frameworks

Service
- 2020-2021: Communications Officer for AECT's Research & Theory Division
- 2019-2021: Co-Chair for SITE's Social Media SIG
- 2019-2020: Secretary for AECT's Research & Theory Division
- 2018-2019: Webinar Team Leader for AECT'S Graduate Student Association
- 2017: Science, Technology, & Innovation Track Chair and Conference Executive Committee Member for Passion Talks Conference (Google HQ, Mountain View, CA)
- 2015: Hackathon Mentor Coordinator for Urbana International Conference (St. Louis, MO)
- 2013-2015: Board Member for North American Simulation and Gaming Association (NASAGA)

Technical Skills

- R, Markdown/R Markdown, Git/Github, ATLAS.ti, Gephi, Excel, SPSS, HTML, CSS