

# K. Bret Staudt Willet

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

✉ [bret@bretsw.com](mailto:bret@bretsw.com) [bretsw](#) [bretsw](#) [bretsw](#) [bretsw](#) [bretsw](#) [bretsw.com](#)

## Summary

- 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 asking the right questions and applying appropriate methods
- User-centered designer with experience in online learning environments, teacher professional development, serious games, and design thinking
- Leader with 12+ years of experience in management, directing new initiatives, and organizational development
- 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 focused on networked learning and information science
  - Wrote a dissertation highlighting challenges faced by new teachers as they transition into their new roles; synthesized themes from interviews to make recommendations to new teachers as well as education leaders designing induction supports
  - Published 10 articles in top peer-reviewed, academic journals and 5 chapters in edited books
  - Wrote and presented 36 papers at academic conferences
  - Presented 14 workshops and guest lectures on topics including understanding users, 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 a 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
- Supervised 8 project leads managing 51 user-centered projects conceptualizing, developing, and testing innovative approaches to building online communities through video games and social media
- Directed and facilitated 5 think tank gatherings of industry experts in Atlanta, Austin, and San Francisco

## Area Director

InterVarsity Christian Fellowship/USA

2009-2014  
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
- 

## 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