Ulrike Genschel May 2015

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RESEARCH INTERESTS

Statistics Education, Education Research Methodology, Robust Statistics, Reliability

EMPLOYMENT

Iowa State University, Department of Statistics, Ames, IA USA

Assistant Professor August 2009 – present

Lecturer August 2005 – August 2009

Technical University of Dortmund, Department of Statistics Germany

Research Assistant June 2001 – January 2005

EDUCATION

Technical University of Dortmund, Germany

Ph.D., Department of Statistics, 06/2005

- Thesis Topic: Robustness Concepts of Sliced Inverse Regression
- Adviser: Ursula Gather

M.S.*, Department of Statistics, 12/2000

- Thesis Topic: Weibull confidence interval procedures with few or zero failures under type I censoring
- Adviser: W.Q. Meeker
- *Biometrics Concentration, minor in Theoretical Medicine

EXTERNAL FUNDING

- Genschel, U. (PI), Herrera-Siklody, P., Peterson, A., Rosati, M., Ziegler, L., Ogilvie, C. (Senior Personnel). Improving STEM Students' Understanding of Measurement Uncertainty through Teaching Assistant Professional Development National Science Foundation, (\$249,922). Pending.
- Cervato, C. (PI), Bolles, H., Chrystal, L., Rongerude, J., Ogilvie, C., Harding, C., Gallus, W., Genschel, U. (Senior Personnel), Ceylan, H., Johnston, E., Passe, U. A STEM Neighborhood: Using service learning to improve large numbers of students' science and math literacy, National Science Foundation, (\$678,248). Pending.
- Genschel, U. (PI), REU Supplemental Funding. National Science Foundation, (\$7,500). June 13, 2014 to August 29, 2014.
- Ogilvie, C. (PI), Harpole, S., Genschel, U., Massimo, M., Essner, E., Coffman, C., Johnston, E., Gallus, W., Powell-Coffman, J., Holme, T., Greenbowe, T., Cervato, C., IOWA STATE UNIVERSITY: "Engage to Excel (E2E)", Howard Hughes Medical Institute, Undergraduate Science Education, (\$1,200,000). September 1, 2014 to August 31, 2019.

- Genschel, U. (PI), Carriquiry, A., Dougherty, B., Kliemann, W., Johnston, E., Exploring the STEM Gender Gap: Introductory College Mathematics and Statistics Instruction and its Association with Self-Efficacy, National Science Foundation HRD 1036791, (\$521,423). January 1, 2011 to December 31, 2014.
- Wilson, A. (PI), Genschel, U., Strengthening Quantitative Literacy Using Case-Based Learning, Miller Faculty Fellowship, Iowa State University, (\$9,671.60). July 1, 2010 to June 30, 2011.
- Froelich, A. (PI), Genschel, U., Formative Assessments to Aid in Statistical Thinking, Literacy and Practice in Introductory Statistics, Miller Faculty Fellowship, Iowa State University, (\$23,743). July 1, 2008 to June 30, 2009.

REFEREED JOURNAL PUBLICATIONS

- 1. Stanfill, B.*, **Genschel, U.**, Hofmann, H., Nordman, D., (2015). Inference for the Central Orientation of Random Rotations in SO(3). Journal of Multivariate Analysis. Vol. 135(2015): 106–116.
- 2. Casleton, E.*, Beyler, A.*, **Genschel, U.**, Wilson, A., (2014). A Pilot Study Teaching Metrology in an Introductory Statistics Course. *Journal of Statistics Education*. Vol. 22(3).
- 3. Stanfill, B.*, Hofmann H., **Genschel, U.**, (2014). rotations: An R Package for SO(3) Data. *The R Journal*. Vol. 6(1): 68–78.
- 4. Follett, L.**, **Genschel, U.**, Hofmann, H., (2014). Effects of the BP Oil Spill: A graphical Exploration. *Computational Statistics*. Vol.29(1-2): 121–132.
- 5. Stanfill, B.*, **Genschel, U.**, Hofmann H., (2013). Point Estimation of the Central Orientation of Random Rotations. *Technometrics*. Vol. 55(4): 524–535.
- Hildreth, L.*, Genschel, U., Lorenz, F., Lesser, V., (2013). A Permutation Test for Correlated Errors in Adjacent Questionnaire Items. Structural Equation Modeling: A Multidisciplinary Journal. Vol. 20(2):226–240.
- 7. **Genschel, U.**, Meeker, W. Q., (2010). A Comparison of Maximum Likelihood and Median Rank Regression for Weibull Analysis. *Quality Engineering*. Vol. 22(4):234–253. *With Discussion and Rejoinder*.
 - ** Undergraduate student, * Graduate student

REFEREED JOURNAL PUBLICATIONS – CONSULTING

- 1. Newell, J., **Genschel, U.**, Ni, Z., Modeling the Diffusion "S" Curve to Declines in Media Use. *Journal of Media Business Studies*. Accepted for Publication.
- Alekel, D.L., Genschel, U., Koehler, K.J., Hofmann, H., Van Loan, M.D., Beer, B., Hanson, L.N., Peterson, C.T., Kurzer, M.S. (2015). The Soy Isoflavones for Reducing Bone Loss (SIRBL) Study: Effect of a three-year trial on hormones, adverse events, and endometrial thickness in postmenopausal women. *Menopause*. In Print (Vol. 22(2), 2015).
- 3. Matvienko, O., Alekel, D.L., **Genschel, U.**, Ritland, L.M., Van Loan, M., Koehler, K., (2010). Appetitive Hormones, but Not Isoflavone Tablets, Influence Overall and Central Adiposity in Healthy Postmenopausal Women. *Menopause*. Vol. 17(3):594–601.

- Stewart, J.W., Alekel, D.L., Ritland, L.M., Van Loan, M., Gertz, E., Genschel, U., (2009). Serum 25-hydroxyvitamin D is related to indicators of overall physical fitness in healthy postmenopausal women. *Menopause*. Vol. 6(6):1093–101.
- Deardorff, B.L., Alekel, D.L., Ritland, L.M., Hanson, L.N., Genschel, U., Reddy, M.B., (2008). Association of oxidative stress, iron, and centralized fat mass in healthy postmenopausal women. *Journal of Women's Health*. Vol. 18(6):795– 801.
- Ritland, L.M., Alekel, D.L., Matvienko, O., Hanson, K.B., Stewart, J.W., Hanson, L.N., Reddy, M.B., Van Loan, M., Genschel, U., (2008). Centrally located body fat is related to appetitive hormones in healthy postmenopausal women. *European Journal of Endocrinology*. Vol. 158:889–897.
- Perry, C.D., Alekel, D.L., Ritland, L.M., Bhupathiraju, S.N., Stewart, J.W., Hanson, L.N., Matvienko, O.A., Kohut, M.L., Reddy, M.B., Van Loan, M.D., Genschel, U., (2008). Relationship of centrally-located body fat to acute phase proteins and proinflammatory cytokines in healthy postmenopausal women. *Menopause*. Vol. 15(4):619–627.
- 8. Bhupathiraju, S.N., Alekel, D.L., Stewart, J.W., Hanson, L.N., Shedd, K.M., Reddy, M.B., Hanson, K.B., Van Loan, M.D., **Genschel, U.**, Koehler, K., (2007). Relationship of Circulating Total Homocysteine and C-Reactive Protein to Trabecular Bone in Postmenopausal Women. *J Clin Densitom*. Vol. 10(4):395–403.

Submitted

- 1. **Genschel, U.**, On the Influence of Data Contamination on Dimension Reduction. Submitted to *Sankhya Series B*
- 2. Hildreth, L.*, **Genschel, U.**, Lorenz, F., Finite Sample Properties of Residual Estimators in Structural Equation Modeling. Submitted to the Journal of *Structural Equation Modeling*

Under Preparation

- Bernhard, J.*, Froelich, A., Genschel, U., Assessing the effect of clickers on introductory business statistics students' understanding and attitudes towards Statistics. Submission estimated 2015
- 2. Meehan, K.J.*, **Genschel, U.**, Alekel, D.L., Van Loan, M.D., Kurzer, M.S. Urinary Isoflavone Variability in Postmenopausal Women during a Three-Year Isoflavone Intervention Study. *Under Revision*.
- 3. Stanfill, B.*, **Genschel, U.**, Hofmann H., Outlier Detection for Data in SO(3). Submission estimated 2015
- 4. Lorenz, F.O., Lesser, V., Hildreth, L.A.*, **Genschel, U.**, Correlated errors in general-specific questions. Submitted to *Public Opinion Quarterly*. Submission estimated 2015
- 5. Hildreth, L.*, **Genschel, U.**, Lorenz, F., Residual Plots to Identify Outliers in Structural Equation Modeling. submission estimated 2015
 - * Graduate Student

REFEREED CONFERENCE PROCEEDINGS

1. Newell, J., **Genschel, U.**, Ni, Z., (2010). Modeling the Diffusion "S" Curve to Declines in Media Use. In *Proceedings of the AEJMC Annual Conference*. Denver, 2010.

Refereed Abstracts

- 1. Downey, J., **Genschel, U.**, Kaiser, M., A Comparison of Statistical Methodology in the Analysis of Assessment Data. For 2015 United States Conference on Teaching Statistics (USCOTS). State College, PA, 2015.
- Genschel, U., Illustrating the Effect of Leading Questions in an Introductory Statistics Course. For 2015 United States Conference on Teaching Statistics (US-COTS). State College, PA, 2015.
- 3. **Genschel, U.**, Nguyen, H., Mouzon, I., The role of self-efficacy in the retention of STEM students. For 2014 Conference of the American Mathematical Association of Two Year Colleges (AMATYC). Nashville, 2014.
- Genschel, U., Kaplan, A.J., Carriquiry, A., Johnston, E., Kliemann, W., Koehler, K., Mouzon, I., Nguyen, H., Statistical and Mathematical Self-efficacy of Incoming Students at a Large Public University. For 2014 International States Conference on Teaching Statistics (ICOTS). Flagstaff, 2014.
- 5. Genschel, U., Introducing the Scholarship of Teaching and Learning to Graduate Student Instructors. For 2012 Electronic Conference On Teaching Statistics (e-COTS) May 2012.
- Bernhard, J., Genschel, U., Froelich, A., The Clicker Effect: Assessing Introductory Business Statistics Students' Understanding and Attitudes Towards Statistics. For 2011 United States Conference on Teaching Statistics (USCOTS). Raleigh-Durham, 2011.
- Casleton, E., Borgen, A., Genschel, U., Wilson, A. An Argument for Teaching Metrology in Introductory Statistics Classes. For 2011 United States Conference on Teaching Statistics (USCOTS). Raleigh-Durham, 2011.
- 8. Hofmann, H., **Genschel, U.**, Wrolstadt, D.S., (2010). Introducing large data sets into the classroom a graphical user interface for teaching with data bases. For 2010 International States Conference on Teaching Statistics (ICOTS). Ljubljana, 2010.
- 9. **Genschel, U.**, Froelich, A., Mueller, K., The Use of TurningPoint (Clicker) Technology for Formative Assessment in Introductory Statistics. For 2009 United States Conference on Teaching Statistics (USCOTS). Columbus (OH), 2009.

BOOKS

1. **Genschel, U.**, Becker, C. (2004). *Schließende Statistik*. Springer-Verlag, Berlin. A textbook on inferential statistics associated with the internet educational project EMILeA-stat, sponsored by the German Federal Ministry of Education and Research: http://www.emilea.de (project web page)

BOOK REVIEWS

1. **Genschel**, U. (2009). The Role of Statistics in Business and Industry by Hahn, G.J. and Doganaksoy, N. *The American Statistician*. Vol. 63(3): 287.

Conference Proceedings

- Genschel, U., Kaplan, A.J., Carriquiry, A., Johnston, E., Kliemann, W., Koehler, K., Mouzon, I., Nguyen, H., (2014). Statistical and Mathematical Self-efficacy of Incoming Students at a Large Public University. In *Proceedings of the ICOTS Conference*. Flagstaff, 2014.
- 2. Hildreth, L., **Genschel, U.**, Lorenz, F., Lesser, V. (2011). Correlated Errors in General-Specific Questionnaires: A Structural. In *JSM Proceedings*, Section on Survey Research Methods. Alexandria, VA: American Statistical Association.
- 3. Stanfill, B., **Genschel, U.**, Hofmann, H., (2011). Point Estimation of the Central Direction of Random Rotations in SO(3). In *JSM Proceedings*, Section on Physical and Engineering Sciences. Alexandria, VA: American Statistical Association.
- 4. Hofmann, H., **Genschel, U.**, Wrolstadt, D.S., (2010). Introducing large data sets into the classroom a graphical user interface for teaching with data bases. In *Proceedings of the ICOTS Conference*. Ljubljana, 2010.
- Genschel, U., Paris Scholz, S., Gather, U., (2003). Features of an Internet-Based Learning Package for Advanced Statistics. In Proceedings of the Conference of the International Statistical Institute. Berlin, 2003.
- Genschel, U., Gather, U., Busch, A., (2002). EMILeA-stat: Structural and Didactic Aspects of Teaching Statistics through an Internet-based, Multi-medial Environment. In *Proceedings in Computational Statistics COMPSTAT 2002*. Physica-Verlag, Heidelberg, 339-342.

Presentations

- 1. A Pilot Study Teaching Metrology in an Introductory Statistics Course. Journal of Statistics Education Webinar Series, April 21, 2015. https://www.causeweb.org/webinar/jse/2015-04/
- 2. Point Estimation of the Central Orientation of Random Rotations. Department of Biostatistics, Bioinformatics and Biomathematics, Georgetown University, October 24, 2014. (Invited)
- 3. How I got started/What I wish I had known. Panel discussion as part of Gr St 586, October 7, 2014, Ames, IA. (Invited)
- 4. Statistical and Mathematical Self-efficacy of Incoming Students at a Large Public University. Conference of the American Statistical Association (JSM), August 2 August 7, 2014, Boston, MA.
- 5. Statistical and mathematical self-efficacy of incoming students at a large public university. International Conference on Teaching Statistics (ICOTS9), July 13 July 18, 2014, Flagstaff, AZ.
- 6. Nonparametric Confidence Regions for the Central Orientation of Random Rotations. International Society of NonParametric Statistics (ISNPS2), June 12 June 16, 2014, Cadiz, Spain. (Invited)
- 7. Why I Love Being a Professor. Panel discussion as part of Gr St 586, January 14, 2014, Ames, IA.
- 8. Identifying Gender-Specific Factors Related to Stem Retention at a Large State University. Conference of the American Statistical Association (JSM), July 28 August 2, 2012, San Diego, CA.

- 9. Gender-Differences in Introductory Mathematics and Statistics Courses at a Large State University. Panel presentation as part of the NSF annual Joint Annual Meeting, June 12 June 15, 2012, Washington, DC. (Invited)
- 10. Why I Love Being a Professor. Panel discussion as part of Gr St 586, January 11, 2012, Ames, IA. (Invited)
- 11. Clickers in Statistics Classes: Connecting Research and Practice Topic Contributed Panel. Conference of the American Statistical Association (JSM), July 30 August 4, 2011, Miami, FL.
- 12. Accessing Large Databases in the Classroom. Conference of the American Statistical Association (JSM), July 31 August 5, 2010, Vancouver, Canada.
- 13. Accessing Large Databases in the Classroom. International Conference on Teaching Statistics (ICOTS), July 11 July 16, 2010, Ljubljana, Slovenia.
- 14. Engaging Learners with Formative Assessment Activities. Part of the Spring 2010 CELT Event Series, February 25, 2010, Iowa State University.
- 15. Sliced Inverse Regression under Data Contamination. Departmental Seminar, Iowa State University, December 3, 2008.
- A comparison of Maximum Likelihood Estimation and Median Rank Regression for Weibull Estimation. Conference of the American Statistical Association (JSM), July 29 – August 2, 2007, Salt Lake City, USA.
- 17. Sliced Inverse Regression under Data contamination. Conference of the American Statistical Association (JSM), August 6-10, 2006, Seattle, USA.
- 18. Weibull Confidence Bounds with Few or Zero Failures. Conference of the American Statistical Association (JSM), August 7 11, 2005, Minneapolis, USA.
- 19. A Breakdown Point Concept for Sliced Inverse Regression. Workshop on Robustness for High-dimensional Data (RobHD) sponsored by the ESF (European Science Foundation) Network, May 5 8, 2004, Vorau, Austria.
- 20. Features of an internet-based learning package for advanced statistics. Conference of the International Statistical Institute (ISI), August 13 20, 2003, Berlin, Germany.
- 21. How to introduce hypothesis testing in EMILeA-stat. EMILeA-stat workshop, October 30 31, 2002, Oldenburg, Germany.
- 22. EMILeA-stat: Structural and didactic aspects of teaching statistics through an internet-based, multi-medial environment. Conference on Computational Statistics (COMPSTAT), August 24 28, 2002, Berlin, Germany.
- 23. Multiple choice tests as a self-evaluation tool within EMILeA-stat. EMILeA-stat Workshop, June 19 21, 2002, Oldenburg, Germany.

POSTER PRESENTATIONS

- Genschel, U. Introducing the Scholarship of Teaching and Learning to Graduate Student Instructors. Electronic Conference On Teaching Statistics (e-COTS), May 14-18, 2012.
- Follett, L., Genschel, U., Hofmann, H., (2011). The Deepwater Hotizon Oil Spill.
 Topic-Contributed Oral Poster Presentations: Section on Statistical Graphics.
 Conference of the American Statistical Association (JSM), July 30 August 4, 2011, Miami, FL.

- 3. Genschel, U., Mouzon, I., Carriquiry, A., Guo, J., Johnston, E., Kliemann, W., Koehler, K. The Role of Pre-Calculus and College Algebra in the Retention of Female Students in STEM. NSF Joint Annual Meeting (JAM), June 6-8, 2011, Washington D.C., USA.
- Bernhard, J., Genschel, U., Froelich, A. The Clicker Effect: Assessing Introductory Business Statistics Students' Understanding and Attitudes Towards Statistics.
 United States Conference on Teaching Statistics (USCOTS), May 19-21, 2011, Raleigh-Durham, NC, USA.
- Casleton, E., Borgen, A., Genschel, U., Wilson, A. An Argument for Teaching Metrology in Introductory Statistics Classes. United States Conference on Teaching Statistics (USCOTS), May 19-21, 2011, Raleigh-Durham, NC, USA.
- Bernhard, J., Genschel, U., Froelich, A., The Use of TurningPoint (Clicker)
 Technology for Formative Assessment in Introductory Statistics. Conference of
 the American Statistical Association (JSM), July 31 August 5, 2010, Vancouver,
 Canada. (presented by A. Froelich)
- Genschel, U., Froelich, A., Mueller, K. The Use of TurningPoint (Clicker) Technology for Formative Assessment in Introductory Statistics. United States Conference on Teaching Statistics (USCOTS), June 25-27, 2009, Ohio State University, Columbus, USA.
- 8. A Sensitivity Analysis for Sliced Inverse Regression. Ninth Meeting of New Researchers in Statistics and Probability, August 1-5, 2006, University of Washington, Seattle, USA.
- A Sensitivity Analysis for Sliced Inverse Regression. Workshop on Diagnostics Robustness Exploration and Modelling (DREaM) sponsored by the ESF (European Science Foundation) Network, March 30-April 2, 2005, Open University, Milton Keynes, UK.

Awards

- 1. University Award for Early Achievements in Academic Advising, 2014
- 2. College of Liberal Arts and Sciences Award for Outstanding Achievement in Teaching, 2012.
- College of Liberal Arts and Sciences Award for Early Achievement in Teaching, 2011.
- 4. Invitation to Become a CATALYST for Change Workshop, June 28-29, 2010, University of Minnesota
- Wakonse Fellow, named by Center of Excellence in Learning and Teaching, Iowa State University, in 2009
- Faculty Learning Community for Large Class Enhancement Award 2007-2008 by the Center for Excellence in Learning and Teaching and College of Liberal Arts and Sciences, Iowa State University.
- Honorable Mention Outstanding Presentation Award Section on Physical and Engineering Sciences by the American Statistical Association for presentation in Minneapolis at the JSM 2005.

TEACHING

- 1. Stat 342 Introduction to Probability and Theory of Statistics II (2)
- 2. Stat 226 Introduction to Business Statistics I & coordination (10+)
- 3. Stat 326 Introduction to Business Statistics II & coordination (7)
- 4. Stat 528 Applied Business Statistics (3)
- 5. Stat 330 Probability and Statistics for Computer Science (2)
- 6. Stat 401 Statistical Methods for Research Workers (1)
- 7. Stat 415 Robust Regression (1)
- 8. Stat 490 Independent Study (1)
- 9. Stat 546 Nonparametric Statistics (1)
- 10. Stat 590B Special Topics (Teaching Practicum) (1)
- 11. Weekly Discussion Group on Teaching and Learning in the context of Statistics Education (1)

GRADUATE STUDENT ADVISING

Ph.D.

- Laura Hildreth (co-advising with Fred Lorenz), Summer 2013
- Bryan Stanfill, Spring 2014
- Jillian Lyon (co-advising with Mark Kaiser)

M.S.

- Monica Degnan, Summer 2014
- Takisha Watson (co-advising with Heike Hofmann), Summer 2013
- Zhen Miao, Fall 2012
- Josh Bernhard (co-advising with Amy Froelich), Summer 2011
- Amy Borgen, Summer 2011
- Bryan Stanfill, Spring 2011

POS COMMITTEES

- 1. M.S. Statistics: 13
- 2. M.S. Non-Statistics: 2
- 3. Ph.D. Statistics: 4
- 4. Ph.D. Non-Statistics: 2

STUDENT MENTORING

- 1. Charlotte Mann, Research Undergraduate Experience, Summer 2014
- 2. Eric Smith, creative component, Fall 2012 and Spring 2013
- 3. Adam Loy, Spring 2012, Preparing Future Faculty
- 4. Billie Siegfried, Juliane Janek, Fall 2012, Preparing Future Faculty
- 5. Takisha Watson, Fall 2011
- Lendie Follett (jointly with Heike Hofmann) during ASA Data Exposition Challenge, Summer 2011. Lendie was awarded 1st place.

Departmental Service

- Summer, Fall 2012–Fall 2013: Search Committee for Statistics Department Chair
- Spring 2012: Established Statistics Education discussion group (weekly meetings; providing training and mentoring to graduate students interested in instruction and Statistics Education)
- Undergraduate advisor of Statistics (typically 15 advisees)
- Faculty advisor to Undergraduate Statistics Club (2009/10 2011)
 - * Club participated in Veisha 2011 festivities
 - * Club was chosen by LAS to present Veisha 2011 display in Destination Iowa State, August 18, 2011
- Mentor for Summer 2009 Alliance Program
- Question Writer for M.S. qualifying Exam (1)
- Social Committee (06-07), Undergraduate Committee (05-11), Committee on Curriculum & Instruction (09-11), Search Committee (09-10),
- Liaison to College of Business (08-09)

Institutional Service

- Search Committee for LAS Associate Dean Search (2013)
- CIRTL advisory board
- ISU representative to the CIRTL curriculum committee
- Evaluation committee for the Diane Brandt Fellowship for Women (2012, 2013, 2014)
- Workshop for Summer Research Experience for Teachers (NSF funded project, PI: Adah Leshem-Ackerman, provided an introduction to the basic principles of Design of Experiments to a group of 45 participants)

Refereeing

- Journal of Computational and Graphical Statistics (1)
- Journal of Communications in Statistics Theory and Methods (2)
- Journal of Technology Innovations in Statistics Education (TISE) (1)
- Journal of Statistics Education (3)
- Statistics Education Research Journal (1)
- American Statistician (1 Book review)

Profession

- NSF Panel Reviewer 2014
- Chapter Representative, ASA Iowa Chapter, 2013-
- President, ASA Iowa Chapter, 2011-2012, 2012-2013
- Vice President, ASA Iowa Chapter, 2010-2011
- serving on ACCE (Advisory Committee on Continuing Education) Evaluation Subcommittee, 2010-2012
- serving as session chair for JSM 2011

Consulting

1. 2011: for Mari Kemis, Research Institute for Studies in Education (RISE)

- 2. 2010: for Jay Newell, Greeley School of Journalism
- 3. 2005-present: for SIRBL (Soy Isoflavones in Reducing Bone Loss) project; PI Dr. D. Lee Alekel, Department of Food Science and Human Nutrition, ISU (jointly with Dr. K. Koehler)

Professional Development

- 1. Project LEA/RN, May 9th and 10th, 2012
- 2. Project LEA/RN faculty learning group Fall 2012, Spring 2013, Spring 2014, Fall 2014
- 3. CELT Teaching Partners Program, AY 2011/12
- 4. Teaching and Learning Circle: From Simple to Sophisticated: Assessment Techniques for the College Classroom, Jan/Feb 2012
- 5. Teaching and Learning Circle: Habits of Learning for Undergraduates, Oct/Nov $2011\,$