Hello, I'm Natasha Watts.

Inclusive pedagogy with a visual experience.

Experience

Lees-McRae College, Banner Elk, NC

Dean of Online and Distance Learning

2022-2023

- Under my leadership we moved from #121 to #42 in US News and World Report rankings.
- Successfully launched two new graduate degrees.
- Overseen undergraduate programs in Education, Human Services, Criminal Justice, Nursing and Business.
- Overseen graduate programs in Criminal Justice and Healthcare Administration and Master of Arts in Teaching.
- Manages seven direct reports and ten in direct reports.
- Manages and leads all marketing for online and distance education.
- Course taught-Creative Methods for Educators (EDU 419)
- Manages all reporting related to online learning-NC SARA, US News and World Report, SACSCOC and IPEDS.
- Lead all college-wide initiatives in online learning and distance education.
- Supported the creation of new graduate programs.
- Created marketing plans and programmatic plans for enrollment growth.
- Leads enrollment for all online programs.
- Works closely with the SACSCOC liaison to expand current program offerings, add additional modalities and create new programs.
- Supported the improvement and evaluation of existing programs.
- Supported the learning management system, vendors and all instructional design roles at the college.
- Worked as a liaison with other Deans and the Provost to create strategic plans and pathways for faculty and staff.
- Managed evaluations of online learning and distance faculty, staff and students.
- Managed all professional development related to the online learning and pedagogies for the college.
- Managed all budgetary items related to online learning.
- Managed, creates and updates all articulation, MOUs and educational agreements with community colleges in North Carolina, Virginia, Tennessee, South Carolina, Texas and Connecticut.

CONTACT

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Radford, VA

EDUCATION

2018

Educational Leadership & Technology

Doctor of Education (Ed.D.)
Morehead State University
Dissertation: Visual Literacy in Central Appalachian Community College Classrooms: A Guide to Image First Learning for Individualized Learning and Improved Outcomes
Chair: Dr. Jeannie Justice

2012

Master of Science in Career & Technical Education

M.S. Education
Eastern Kentucky University
Thesis: Ownership and Learning: A Visual Approach to Rural Classrooms
Chair: Dr. Ray E. Richardson

2006

Broadcasting and Electronic Media, minor, Appalachian Studies

B.A. of Arts
Eastern Kentucky University

SKILLS

- Project Management - Managed and initiated multiple online programs, including budgeting, marketing, market viability, and assessment for Lees-McRae College, Virginia Tech and Hazard Technical and Community College. Keen focus on data-driven approaches and the Agile Waterfall methodology.
- Teaching - Undergraduate, , community college, K-12, non-profit educational programming and continuing education.
- Design - Instructional Design. Multi-media creation. Software: Adobe Premiere, Adobe After Effects, Final Cut Pro, Adobe Audition, Articulate, Camtasia, Adobe Photoshop, and Adobe InDesign.

Experience

2018-2022

Virginia Tech College of Engineering(COE), Blacksburg, VA

Associate Director of Online Learning and Director of Commonwealth Graduate Engineering Program

- Provided leadership working with department heads and administrators in COE to create models for online and hybrid program development.
- The College of Engineering's (COE) first point of contact. Working with university and state-level online initiatives, helping on board new online graduate programs assessing their market viability.
- Helped identify programs that are interdisciplinary, competitive, innovative, and scalable to support modality changes.
- Managed and created data profiles about online learning for each COE department.
- Supports the reporting for U.S. News; under my redesign of data reporting, we moved from 16 to 10 (2019).
- Creates marketing plans that target and grow a global market for engineering online programs.
- Works as a liaison between offices within the university that offer distance learning and online learning services, helping create fluid processes for programming, instructional design, and reporting for online programming.
- As the Director of Cardinal Education, formerly Commonwealth Graduate Engineering Program (CGEP) at Virginia Tech, I led the program-representing VT at all state meetings with the five state partners (UVA, VCU, ODU, VSU & GM) institutions. Mentored and advise graduate students in engineering through the Commonwealth Graduate Engineering Program.
- Submits and supports faculty and departments applying for external grants related to online learning.
- Supports professional development and continuing education in engineering related disciplines.
- Supports departments and faculty in their efforts to seek internal funding for online learning initiatives within the university.
- Created and managed process for on-boarding new online programs within the college.
- Created requirements for putting courses online that were department specific.
- Guest lecturer in engineering course for students going abroad.
- Consultant on NSF grants for The Center for Infrastructure Transformation and Education (CIT-E www.cit-e.org) and Smart One Water(smartonewater.org).

JULY, 2021

AMERICAN ASSOCIATION FOR ENGINEERING EDUCATION

PRESENTATION/PAPER: CONSTRUCTING INSIGHTS ON LEARNING ANALYTIC STUDENT ACTIVITY DATA FROM AN ONLINE UNDERGRADUATE CONSTRUCTION MANAGEMENT COURSE: HTTPS://PEER.ASEE.ORG/36839

JUNE, 2020

AMERICAN ASSOCIATION FOR ENGINEERING EDUCATION

TEACHING ETHICAL PHOTOGRAPHY TO DEEPEN GLOBAL ENGINEERING COMPETENCY PAPER ON LINE . HTTPS://PEER.ASEE.ORG/35275

FEBRUARY, 2020

CENTER FOR EXCELLENCE IN TEACHING AND LEARNING (VIRGINA TECH) CONFERENCE ON HIGHER EDUCATION

PRESENTATION: SHAPE-SHIFTING-BORDERLANDS OF ENGINEERING EDUCATION: EXPLORING RELATIONSHIPS BETWEEN STEM IDENTITIES

MARCH, 2020

APPALACHIAN STUDIES CONFERENCE

PRESENTATION: COMMUNAL SPACES OF LEARNING; PROVIDING APPALACHIAN STUDENTS CULTURALLY RESPONSIVE PEDAGOGIES

NOVEMBER, 2020

COLLOQUIUM ON INTERNATIONAL ENGINEERING EDUCATION

PRESENTATION: GLOBALIZING OF ENGINEERING EDUCATION THROUGH MOBILE LEARNING

NOVEMBER, 2019

COLLOQUIUM ON INTERNATIONAL ENGINEERING EDUCATION

PRESENTATION: TEACHING ETHICAL PHOTOGRAPH TO DEEPEN GLOBAL ENGINEERING

Experience

2014-2018

Hazard Community and Technical College, Hazard, KY

ASSISTANT PROFESSOR AND PROGRAM COORDINATOR - VISUAL COMMUNICATION MULTIMEDIA, COMPUTER INFORMATION TECHNOLOGIES

- Managed the Visual Communications program, taught, designed, and built all instructional materials for VCC and CIT. Both programs were 100% online. The VCC program has three tracks: video production, multimedia, and web page design.
- Srtudent advising.
- Worked closely with local and national compaines to places students.
- Responsible for marketing and job outlook forecasting for the VCC program. Worked as a member of the college marketing team.
- Led the distance learning committee charged to make online courses ADA compliant, creating guidelines that all online faculty used.
- Implemented a new digital literacy definition for all 16-colleges statewide in the Kentucky Community and Technical College System.
- Managed all reporting required for SACSCOC and TEDS(KY) for VCC the program.
- Built more than 25 online courses while at HCTC using a variety of media. Deployed videos with Camtasia and Screencast-O-Matic and developed interactive training materials with Articulate Storyline. My online courses were asynchronous and built with course competencies as a guide for outcomes and goals. Student work was assessed using rubrics built into their assignments.
- Led all recruitment for VCC and supported CIT recruitment.

2012-2014

Bluegrass Care Navigators - Hospice, Hazard, KY

PROVIDER LIAISON

- Provided quarterly reports on patients care and service.
- Collected and aggregated data for services provided by the organization quarterly.
- Created and designed educational presentations about services.
- Provided physician education and training on new laws and regulations pertaining to hospice and palliative care.
- Created marketing and branding materials.

2008-2012

Southeast Kentucky Community and Technical College, Whitesburg, KY

ADJUNCT PROFESSOR - VISUAL COMMUNICATION

- Courses taught: Intro to Video Production , Advanced Video Production.

Experience

Appalshop, INC, Whitesburg, KY

DIRECTOR, APPALACHIAN MEDIA INSTITUTE (AMI)

- As Director of AMI, I was responsible for all fundraising, grant writing and grant reporting. I managed a yearly budget of $250,000 and cultivated diverse networks to support further development of the program's capacity.
- Created educational opportunities for Appalachian youth with local, regional, and national partners to further education, leadership growth, and job opportunities.
- Led, supervised and mentored AMI staff (8 adult educators and 50 youth per year).
- Maintained curriculum for reporting to the National Endowment for the Arts and National Endowment for the Humanities.
- Worked with local high schools, community colleges and universities to recruit student participants.

Lotts Creek Community School, Lotts Creek, KY

TEACHER – MEDIA ARTS

- Courses taught for students in K-12: Electronic Media, Digital Media, Digital Storytelling, Art and Media, Visual Communications, Video Production.

Appalshop and the Asia Society, Whitesburg, KY - Charlotte, NC - Yoyakarta, Indonesia

CREATIVE VOICES EDUCATOR

- Educated high school students in both the United States and Indonesia in community-based media production and curriculum development to provoke social and cultural critique through the media and education. The students entered a global dialogue by recognizing, learning about, and documenting their own communities and sharing those online throughout international high school spaces

Appalshop, INC, Whitesburg, KY

LEAD EDUCATOR-APPALACHIAN MEDIA INSTITUTE(AMI)

- As Lead Educator I designed educational media trainings for students in Central Appalachian, Oakland, California, the Bronx, and border communities in rural Texas.
- Developed all curriculum and assessment materials that are still in use today by the program. I taught all courses in the six-week summer institute.
- Worked with undergraduate scholarship students from the University of North Carolina, the NYU Tisch School for the Arts and Duke University to complete summer internships in the Appalachian region.

PROFESSIONAL ORGANIZATIONS

American Society for Engineering Education (ASEE)

American Educational Research Association (AERA)

Appalachian Studies Association (ASA)

Association for Educational Communications and Technology (AECT)

Research

Benitez, R., Ofori, E., Scales, G., Watts, N.B., (2020-2021) "Introduction to Engineering Education for Students in Ghana Through Effective Message Design in a Mobile Learning Format"

Emmett, R., Murzi, H., Watts, N., (2019-2020) "Evaluating the Impact of An International Experience on Students; Global Engineering Skills" to support research for "Teaching Ethical Photography to Deepen Global Engineering Competency" capturing data to from the approved IRB to inform the collection of data in "Teaching Ethical Photography to Deepen Global Engineering Competency"

Boards

Virginia Tech, College of Engineering
October, 2019-August 2022
ACADEMY FOR GLOBAL ENGINEERING

The Academy for Global Engineering is the intellectual home for assessment research, program development, and grant incubation in global engineering education at Virginia Tech.

Producer/Founder

Appalshop, INC, Whitesburg, KY
FOUNDER/EAST KENTUCKY REPRODUCTIVE HEALTH PROJECT (NOW ALL ACCESS EKY)

- Supporting high-quality reproductive healthcare in Appalachia.

Appalshop, INC, Whitesburg, KY
PRODUCER/DIRT: APPALACHIAN PROFILES

- Digital profiles around the theme of dirt in Eastern Kentucky. Produced in partnership with Appalshop creator Bruce Parsons, the piece profiled lifelong gardener and quilter Ella Preston, juxtaposed with dirt track racer Oscar Proffit. Short film / Digital / 10 minutes.

Recent

September, 2023-Present
APPALSHOP, INC

- Endowment Trustee

June, 2023-August 2023
US DEPARTMENT OF EDUCATION GRANT REVIEWER

- Minority Science and Engineering Improvement Program (MSEIP)

February, 2022, New Orleans, LA
CONECD/COLLABORATIVE NETWORK FOR ENGINEERING AND COMPUTING DIVERSITY PRESENTATION/PUBLICATION

- Online and Global Education in Engineering: Building a Strategic Case for Place-based Learning