

J. L. Streator, PhD

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Education

Ph.D. Business Administration Emory University
Goizueta Fellow and Sheth Fellow

M.B.A. Goizueta Business School, Emory University
El Paso Energy Scholar and Consortium for Graduate Study in Management Fellow

M.S. Information Design and Technology, Georgia Institute of Technology
Georgia Tech Tower Award for Academic Excellence

B.S. Electrical Engineering, University of Texas at Austin
National Achievement Scholar and National Merit Semi-Finalist

Experience

Special Projects (2020 – Present)

Mozilla Foundation - Advisor

Successfully led a multi-phase project to co-design Foundation strategy for grant programs supporting faculty initiatives to incorporate ethics into curricula.

- Conducted in-depth one-on-one interviews and focus groups with internal and external stakeholders
- Performed analysis of secondary data from multiple sources to identify correlations between institutional characteristics, academic programs, and student diversity using SPSS and Excel.
- Created compelling data visualizations using Tableau
- Synthesized quantitative and qualitative findings to optimize a strategy meeting foundation goals and stakeholder needs.
- Delivered a strategic plan to Mozilla Foundation and Mellon Foundation staff and executives.

Association for Computing Machinery Women - North America – Executive Board

Executive Board member in the largest international computing organization

- Communications Chair, responsible for developing the organization's social and web strategy
- Designed an international survey to gain insight into workplace dynamics

Computing and the Community Project – Project Creator and Lead Strategist

Supervised student teams to engage with nonprofits to develop a digital strategy for a local nonprofit.

- Analyzed various data streams to understand customer behavior and attitudes
- Identified Personas and develop a customer journey map
- Presented digital strategy recommendations to nonprofit leadership team.

Associate Professor, Georgia Gwinnett College (2018- present)

Assistant Professor (2010-16)

Led teaching and research initiatives and developed innovative courses to enhance undergraduate education.

- Designed and taught courses in Ethics, E-commerce, Design Thinking/User-Centered Design, and Social Media and Web Analytics.
- Conducted research in the areas of virtual communication and digital collaboration using a variety of research methodologies and tools.

- Center for Teaching Excellence Fellow – Produced workshops for faculty to disseminate best practices for creating community and social presence in online courses
- Co-developed “Road Trip along the Social Justice Axis” a Study Away course exploring the intersection of technology, history, and social justice in the South.
- Coordinated an industry advisory panel to identify opportunities for continuous improvement
- Designed a leading-edge \$150K Digital Media to support collaborative design-based research projects.
- Chaired the Digital Media Program (300 majors) and developed multi-year strategic plans

Adjunct Assistant Professor, Emory University - Goizueta Business School

- Course Taught: 551 Information and Processes (Evening MBA program)

Lecturer, Georgia Institute of Technology, Scheller College of Business (2016-2018)

Taught business process improvement and programming at top-ranked business school.

- Designed graduate and undergraduate courses in business process improvement, technology management
- Advised Students Consulting for Nonprofits on developing marketing strategies for clients.
- Professional Development activities included Harvard Case-Method Teaching Training and Six Sigma Training and Certification

Senior Product Manager, EarthLink (2003-2006)

Crafted the vision and strategy for the company’s online support center used by over 500,000 customers per month.

- Crafted the product road map and long-term vision that resulted in a 25% increase in utilization.
- Performed analytics to identify areas of customer concern and additional content requirements.
- Designed customer surveys and coordinated usability testing to research to product performance capture the voice of the customer.
- Teamed up with engineers to develop new interactive tools and enhance backend architecture and frontend usability of web apps using agile methodology. Collaborated with a team of technical writers to enhance both the readability and effectiveness of site content. Partnered with external vendors to generate advertising revenue and provide educational content.

Strategy Intern, St. Vincent De Paul Society/ McKinsey & Co. (2002)

Spearheaded the development of a 5-year strategic plan under the guidance of senior McKinsey managers. Performed an in-depth analysis of the organization’s sources of revenue, expenditures, market position.

- Directed three focus committees to formulate a plan to increase funding from \$1M to \$2.5M, improve SVdP’s brand, re-align personnel, improve information technology infrastructure and enhance service offerings
- Prepared a final report of findings and recommendations for the executive board and McKinsey management

Senior Systems Engineer, The Home Depot (1999-2001)

Managed technical projects design and implement data, voice, and video conferencing services to users at new facilities.

- Designed a pilot and test plan for a private video conferencing system for executives
- Developed business cases, procured and configured equipment, and installed and performed installations to launch nationwide distribution centers and branch offices.

Director of Educational Technology and Adjunct Professor, Morehouse College (1997-1999)

Designed a college-wide educational technology strategic plan. Led a team of four technology specialists.

- Managed technology integration projects and facilities through defining goals, project timeline, needed resources, and budgeting.
- Authored grant proposals for educational technology initiatives raising over \$500K

- Created technology facilities, including “The Electronic Classroom” and “Multimedia Music Lab”
- Spearheaded a faculty and staff training program that saw 85% participation rate
- Designed a communications strategy to raise awareness of department programs and report progress through quarterly publications, special events, and corporate and community partnerships.
- Developed and taught: Interactive System Design course

Research Publications and Presentations

Peer Reviewed Journal Publications and Book Chapters

- Streator, J. and Bendoly, E. “*Perceived Organizational Pressure and Compensatory Positive Feedback in Peer Evaluation*” (under journal review)
- Streator, J. “Information and Communication Technologies and Individual Communication Traits”, *International Journal of Interactive Communication Systems and Technologies (IJICST)*, (forthcoming)
- “Applying a Behavioral Ethics Concepts and Contemporary Cases to Encourage Student Engagement in Ethics Courses ” *Journal of Education and Social Development*, (forthcoming)
- Streator, J. “Collaborative Systems for Design-Based Learning.” *Digital Tools and Solutions for Inquiry-Based STEM Learning*. Ed. Levin, Ilya, Tsybulsky, Dina. Hershey: IGI Global, 2017. 61-81. Print

Peer Reviewed Conference Proceedings

- “Evaluating the User’s Emotional Experience: Extended Support in Online Healthcare Communities” *SEINFORMS 21 Proceedings*
- Streator, J., Xu, X. “Using Digital Media to Enhance Student Awareness of Social Justice and Inequality: An Interdisciplinary Approach” *RESPECT 21 Proceedings*
- “Social presence in Online Learning Environments”, Faculty Learning Community Workshop. November 6, 2020, Georgia Gwinnett College
- “Encouraging and Assessing Engagement in Online Learning”, Faculty Learning Community Workshop. October 23, 2020, Georgia Gwinnett College
- Streator J. *The Digital Media Workbook Instructor’s Guide*. Produced for Affordable Learning Georgia DOI: 10.13140/RG.2.2.36774.55360 (Fall 2020)
- "Modeling Social Media Influence on Social Group Formation" *SAIS Proceedings (2020)*
- Streator, J. *The Digital Media Workbook*. An interactive learning aid produced for Affordable Learning Georgia <https://www.digital-research.org/digital-media-workbook.html> (Fall 2019)
- "Information and Communication Technologies and Diffusion of Cultural Norms". Southeast Institute for Operations Research and the Management Sciences Conference, October 2015
- Streator, J. “Diffusion of Communication Norms using Information and Communication.” *SEINFORMS Proceedings (2015)*
- Streator, J., Cho, S. “Design-Based Learning and Information Systems: The Role of Knowledge and Motivation on Learning and Design Outcomes” *SAIS Proceedings (2013)*
- Streator, J. “Communicator Style and Technology Preference.” *Proceedings of the 43rd Annual Hawaii International Conference on System Sciences (CD-ROM)*, 1/5/2010, Computer Society Press, 2010
- “Digital Disparity and the Dissemination of Culture”. Presented at North American Association for Computational Social and Organizational Sciences (NAACSOS). June 7-9, 2007
- Bray, D., Konsynski, B., and Streator, J. Being a Systems Innovator. IS Global Text Effort, Chapter 1 (2007)

Presentations and Invited Talks

- “Social presence in Online Learning Environments”, Faculty Learning Community Workshop. November 6, 2020, Georgia Gwinnett College
- “Encouraging and Assessing Engagement in Online Learning”, Faculty Learning Community Workshop. October 23, 2020, Georgia Gwinnett College

- Curator and Session Moderator, Digital Poster Sessions. CREATE. November, 2019. Georgia Gwinnet College
- Organizer and Moderator, "Digital Media Industry Listening Session" Georgia Gwinnett College. April 18, 2019
- "Marketing Strategy for Nonprofit Organizations", Students Consulting for Non Profits Annual Kick-off Meeting, Fall 2016
- "Information and Communication Technologies and Diffusion of Cultural Norms". Southeast Institute for Operations Research and the Management Sciences Conference, October 2015
- "Design-based Learning and Information Systems Education" presented at the Southern Association for Information Systems, March 2013
- "Individual Communicator Traits and Communication Technology Selection". 9th Annual Hawaii International Conference. June 2009
- "Digital Disparity and the Dissemination of Culture". Presented at North American Association for Computational Social and Organizational Sciences (NAACSOS). June 7-9, 2007
- "Technology Strategic Planning in Academic Environments", presented at the HBCU Symposium on Faculty Development, October 1998
- "Using Technology to Empower Learners", presented at the Council of Independent Colleges Regional Workshop, March 1997

Grants and Sponsored Projects

- Responsible Computing Challenge, Mozilla Foundation, Spring 2021 (PI)
- Faculty Learning Community Fellowship, Fall 2020
- Study Away Program Grant, Fall 2020 (Co-PI)
- Affordable Learning Grant, Fall 2019 (PI)
- Mobile Summer Institute on Scientific Teaching Fellow, Summer 2019
- GGC STEM Mini Grant "Authentic Learning Through Peer Evaluated Design: Course-Embedded Design and Usability Research" 2013-2016 (PI)
- Hybrid Teaching Fellows Grant "ITEC2110 Redesign – Active Learning", Summer 2012
- Sheth Teaching Fellowship, Spring 2007-2009
- "Faculty Development" Bush Foundation, 1999 (PI)
- "Technology Transfer Project" Executive Leadership Foundation, 1998 (PI)
- Planning Grant - Bush Foundation, 1997
- Funding for Home Depot service project - Cobb County Children's Shelter (PI)

Honors, Awards, Designations

- Hybrid Teaching Fellow (2020-21)
- Faculty Member of the Year Finalist (2016-17)
- Lean Six Sigma Certification 2017
- WISE 2010 Fellowship (Summer 2010)
- Goizueta Fellow (2009)
- Sheth Fellow, Goizueta Business School (2007)
- El Paso Energy Scholar, Goizueta Business School (2001)
- Consortium Fellow (2001-2003)
- GEM Fellow (1995) – Declined
- National Achievement Scholar (1990)
- National Merit Semi-finalist (1990)

Service

- Association for Computing Machinery NA Women - Executive Committee Member (present)
- Association for Computing Machinery NA Women - Empowerment for Marginalized Communities Co-Chair (present)
- NAACP Civic Engagement Volunteer (present)
- GGC Diversity, Equity and Inclusion Committee (present)
- Faculty Advisor, Upsilon Pi Epsilon Technology Honor Society (Fall 2014-2016, 2018-present)
- Faculty Advisor GGC Aeronautics and Engineering Club (present)
- Students Consulting for Nonprofits Faculty Advisor (2016-2017)
- Course Coordinator for approximately for ITEC 2110 Digital Media (approximately 30 sections per semester) (2011-2016)
- Technology consultant for Georgia Criminal Justice Coordinating Council Task Force on Human Trafficking (2015-present)
- Georgia Gwinnett College Campus Art Committee 2014-2016
- Brookwood High School Research Experience Program (2015-present)
- Information Technology Internship Committee (2010-2011)
- UPE IT Honors Society GGC Chapter founding faculty advisor (2011-2015)
- Digital Media Task Force (2010-2011)

Organizations

- Academy of Management
- Association for Computing Machinery
- PhD Project
- Inventors Association of Georgia