

Curriculum Vita

Susan E. West
Associate Professor
Arkansas Tech University
1205 N El Paso #121
Williamson Hall
Email: swest7@atu.edu

PROFESSIONAL EXPERIENCE

Associate Professor August 2022-current

Department of Agriculture and Tourism, Hospitality Administration, Arkansas Tech University

Director of Recruiting and Retention July 2023- 2024

College of Business and Economic Development

Field Researcher April 2023-current *Gray Research Solutions* Current assignment: Visit Winston-Salem, North Carolina-contract over May 2023, Grenada Mississippi March 2024

Highlights as Associate Professor

Appointed to Main Street Russellville Board of Directors for 2024

Completed final year of Southeast Tourism Society Marketing College, graduating with TMP© Tourism Marketing Professional in September 2023

Appointed to Board of Directors for Southeast Tourism Society 2023 through 2026

Wrote curriculum for the Certificate of Proficiency in Casino Tourism and Technical Certificate in Casino and Gaming, approved by Arkansas Department of Higher Education April 2023

Faculty mentor undergraduate student in 2023 ATU Undergraduate Research Symposium with student awarded third place out of thirty-five students presenting

Awarded over \$134,000 in private and internal grants

Serve on 2023 ATU Outdoor Recreation Symposium Conference Committee, securing Director of Tourism for Keynote speaker <https://www.arkansastechnews.com/state-tourism-director-speaks-at-atu-symposium/>

Appointed by VPAA to chair The Great American Eclipse Committee at ATU; worked throughout entire campus to ensure serving students. Assisted in securing over \$25,000 in parking to pay ten student organizations (RSOs) \$2500 per group

Serve on strategic plan committee for the Department of Agriculture and Tourism

Serve on the High Impact Practices Committee, attended conference and helped create list of courses that practice HIPs

Awarded and oversee a Teaching Innovation Grant with a combined undergraduate research scholarship totaling \$27,000

Conducted eight Etiquette Dinner Presentations for multiple ATU community members and Rich Mountain Community College

Faculty Advisor of Hospitality Society since 2012

Selected by student association to interview Homecoming Court members

Appointed to Center for Excellence in Teaching and Learning Badge Committee

Nominated to serve on two campus committees including Faculty Senate

Appointed by Department Head to serve on Retention Committee in the College of Business Economic Development

Recruit for the department, the college and the university through career fairs, on campus events and conferences throughout the state

Created and arranged an invited speaker from Arkansas Department of Parks, Heritage and Tourism Eclipse Manager, Kim Williams to speak to campus and to the community about Eclipse of 2024 <https://www.arkansastechnews.com/preparations-underway-for-2024-eclipse-in-arkansas/>

Presented at national conference at Southeast Tourism Society with ATU undergraduate student

Developed and updated multiple courses for online curriculum, including another university

Completed year two of three of Marketing College towards certification for Tourism Marketing Professional (TMP)® from Southeast Tourism Society

Appointed to serve on two search committees

Authored supplemental content for book chapter for Kendall-Hunt focused on business interruptions and pandemics in the hospitality industry

Maintained certification, taught and proctored ServSafe® Food & Alcohol courses for not only the university, but throughout the state since 2005 for Arkansas Hospitality Association

Obtained over \$20,000 in scholarship funds for students through Arkansas Hospitality Association

Serve on the Arkansas Tech Tourism Strategy Committee, a group of industry professional and tourism leaders that aid in the department curriculum development

Curriculum development for Certificate of Proficiency in Casino Operations and Technical Certificate in Casino Management and created content for two new courses

SKAL USA International Representative for Arkansas delegate, voting on international organization decisions for the club

Member Arkansas Council of Women in Higher Education (ACWHE)

Promoted to Associate Professor in 2020

Assistant Professor January 2008-2021

Department of Parks, Recreation and Hospitality Administration, Arkansas Tech University

Create programs that will enhance opportunities for students to attend Arkansas Tech, including seven Girls Culinary Camps, with over 400 high school students enrolling in the program and over 50 young women choosing the university for post-secondary education

Judged, competed and oversaw multiple culinary competitions throughout the state for secondary and post-secondary students, resulting in personally recruiting multiple students into the hospitality program

Presented at eight conferences, including national presentation at Southeastern Tourism Society

Co-author book chapter for Kendall Hunt focusing on careers in the tourism industry

Reviewed over six textbooks and book chapters related to tourism, lodging, front office operations, careers in hospitality and introductory courses

Awarded first ever external grant of \$10,000 to Hospitality Administration department from Women's Foundation of Arkansas

Nominated to serve on over twelve campus committees

Wrote, created and Director of Girls Culinary Camp from 2011-2017

Obtained over \$30,000 in scholarship funds for students through Arkansas Hospitality Association

Apple Certified teacher and Certified Hospitality Educator from American Hotel Lodging Association

Awarded and directed two undergraduate research scholarships regarding impact of camps and nutritional choices, as well as continuation of post-secondary education totaling over \$3000
Invited interviewee for multiple videos for campus and presentations including national promotion for Knowledge Matters
Faculty mentor to Football team 2018, Men's Golf through 2021
Lead and arranged fourteen students to NYC National Hotel Conference and Trade Show for three years, the trips included numerous tours to hotels and restaurants
Coordinated over six Governor's Conference on Tourism student travel including hotel reservations, transportation and communication throughout conference
Coordinator of Farm to Table Conference at University, including course development. Location of chef and food for event
Appointed to serve on 6 campus nomination committees
Completed a Faculty Internship at Mountain Harbor Resort and spa, working through the summer at the marina and the restaurant
Served in all roles of membership for SKAL Arkansas, an International Tourism organization, including secretary, treasurer, Vice-President and President
Completed year one of three of Marketing College towards certification for Tourism Marketing Professional (TMP)® from Southeast Tourism Society
Served as Faculty Advisor for the then Black Student Association, winning Outstanding Club and Organizational Advisor 2008-2009

Instructor/Proctor for ServSafe ® August 2005-current

Arkansas Hospitality Association

Train and teach sanitation courses throughout the region of Northwest Arkansas, as well as entire state for AHA. Class is taught in one day and have taught over 100 classes, certifying over 1000 people on safe food practices

Adjunct Lecturer August 2022-Current

Applied Human Sciences, Eastern Kentucky University

Taught course of over 50 online students in the Global Tourism Online college
Developed curriculum and online content for Culture & Consumption of Wine course

Adjunct Faculty January 2008-December 2013

Pulaski Tech Culinary School

Taught multiple courses for the fall and spring semesters courses in lodging operations and hospitality facility management

Adjunct Faculty Summer of 2012 & 2013

Arkansas State University-Heber Springs

Taught sanitation courses for two summers in two-week sessions. There was not a ServSafe®
Dual Status Proctor and Instructor on the campus

Director of Hospitality and Culinary Arts 2004-2007

Department of Science, Math, Aviation, Regulatory Technology Department Northwest Arkansas Community College

Wrote and created multiple certificates of proficiency in Hospitality Management and Culinary

Developed Associates Degree in Culinary Arts and Hospitality
Recruited over fifty new students to the program through booths at college fairs throughout the state of Arkansas
Membership Chair for the Arkansas Association of Women in Two Year Colleges
Supervised High-School Secondary Teacher and key staff with Technical Center
As Director, our secondary team won state Arkansas ProStart Culinary Competition for National Restaurant Association, leading to chaperoning students to national conference

Hospitality Program Coordinator January 2006

Awarded over \$6000 in Professional Development Grants
Taught all courses related to the Hospitality Curriculum
Reestablished Northwest Arkansas Chapter of the American Culinary Federation
Multiple presentations across the state on the impact of Tourism

Faculty Member January 2004-December 2005

Department of Behavioral and Humanities Northwest Arkansas Community College
Taught Sociology courses
Developed my own website and participated in multiple professional development workshops
Co-Chair for Kids College

Graduate Research Assistant August 2002-December 2003,

Department of Sociology, University of Arkansas Fayetteville
Completed two-year study on Clinton Presidency, leading to Master's thesis publication
Assisted faculty with research
Taught multiple sections of Sociology, tutored and proctored exams for over 200 students
Lab Assistant for research methods course
Member of Southwestern Sociological Association
Member of Alpha Kappa Delta Honor Society
Collected data for national presentations on women and terrorism

EDUCATION

M.A. Sociology, University of Arkansas, Fayetteville, Thesis: The Clinton presidency: an attempt at status degradation
B.A.A.S. Sociology, Minor in Women's Studies, Stephen F. Austin State University

Certifications

2024 ProValens Data and Decision Making
2024 ProValens Risk Management and Legal Liability
2023 Travel Marketing Professional (TMP) 3-year program with capstone projects
2023 Ally Safe Space Arkansas Tech University
2023 Family Travel Advisor Certification
2023 Blue Cross Blue Shield Mental Health First Aider
2022 E Campus Adjunct Academy Faculty Learning and Instructional Design Center, Eastern Kentucky University
2022 Economic Impacts of Tourism That We ALL Need To Know! Tourism Academy
2022 PSA (Producer Safety Alliance) Grower Training

- 2022 Recertification as CHE -Certified Hospitality Educator from American Hotel Lodging Association
- 2022 Recertify as ServSafe© Alcohol Instructor and Proctor
- 2021 Community Emergency Response Team (CERT)
- 2021 Cvent Supplier Network Certificate of Excellence
- 2021 Cvent Event Diagram Certified
- 2020 Enrichment for Mid-Career Faculty
- 2020 Motivating Learners Virtually: Starting Strong
- 2020 Hospitality Management: Leadership from American Hotel Lodging Association
- 2020 Supervisory Skills from American Hotel Lodging Association
- 2020 National Restaurant Association Covid Ready
- 2020 How to Support Home-schooled Students as They Transition to College
- 2019 Recertified Dual Status Instructor/Proctor Servsafe® Food
- 2019 Green Zone trained and certified
- 2018 Foundation Center Online
- 2018 CITI IRB Approved
- 2017 Apple Teacher Certification
- 2016 Certificate of completion for ServSafe® Allergens
- 2014 eTech Certification through Arkansas Tech University
- 2013 Arkansas Commission on Child Abuse, Mandated Reporter
- 2011 Virtual Hotel Safety Induction
- 2011 Cvent Supplier Network
- 2007 Ethics Train Certified, Northwest Arkansas Community College
- 2006 Celebrate Learning Trainer
- 1994 SuperHost® Trained to prepare for US Olympics in Utah
- 1994 Quality Assurance and Training Management for Super 8® Hotels

PROFESSIONAL SERVICE University, College and Departmental Service

- Davis, K., Gordon, S., West, S. “*Girl Speak*” Presentation about female leadership in higher education in honor of Women’s Week
- Stacey, J., Swindell, B., West, S. “*An Exploratory Study for Understanding Perceptions and Knowledge Regarding the 2024 Solar Eclipse*” *pending data analysis
- Bradley, M.J., West, S., Rank, B., Capen-Housley, C., Daniel, S., Moore, L., & Gachot, N. (2022). Department of Agriculture and Tourism 2027 Strategic Plan. Arkansas Tech University College of Business and Economic Development.
- Lasey, R., Norton, H., West, S., Jones, S., Harless, L (2022) CETL Initial Badge Committee, subcommittee, Diversity Badge develop
- Nichols, K., Underwood, S., Tribble, D., West, S. (2022) TECH Training Developer-created session on “*Customer Service and Phone Etiquette*”
- West, S. (2018) “*Prospectus for the Use of iPads for Williamson and the Parks, Recreation and Hospitality Administration*” Achieved procurement of thirty iPads for departmental usage
- West, S & Lee, S (2017) Co-Chaired Assessment Coordinators and created CPGES for the PRHA Department
- West, S. (2016) Hospitality LLC “*Impact and Outcomes for a Hospitality LLC*” served as Director until 2019, then co-director until 2020

University/Academic Service

Leadership Tech Cohort 6	2024
ATU AI Task Force	2024
Ask Me Table Volunteer	2024
Serve as Judge for multiple Business courses	2024
Greek Life Judge for Dance Battle	2024
Review and rank organizations for Campus Life	2024
Participant in After Action Recovery for Great American Eclipse	2024
FBLA Attendee and assistance	2024
https://www.arkansastechnews.com/atu-students-faculty-provide-assistance-at-fbla-event/	
DECA Campus Coordinator for the 78 th Annual State Competitions	2024
Book Club for ATU LIFE	2024
Participant/Recruit at Time Out for Tech	2024
FAST Committee for NCAA Athletes	2023-current
ATU Recruitment and Retention Committee	2023-current
School of Business Retention Committee	2023
Move In Crew	2023-present
Faculty Senate	2023-current
Homecoming Court Panel Interviews	2023
Student Activity Board -Are You Smarter Than a Professor *upcoming	2023
FAST Faculty Athletics Success Team	2023
ATU Eclipse Chair	2022-present
ATU Outdoor Recreation Symposium Committee	2021-current
Academic Coach	2020-2021
Academic Appeals Committee	2020-2021
	2017-2019
Selected to Judge Mock Rock from PanHellenic Counsel	2021-2024
Faculty Welfare Committee	2020-2021
Student Affairs Committee	2020-current
	2017-2018
	2014-2015
	2012-2013
Faculty Mentor Men's Gold Team	2020-2021
Athletics Committee	2019-2021
	2017-2018
Faculty Welfare Committee	2019-2020
Faculty Usher	2019-2020
Career Services Faculty Advisor	2019-2021
Community Engagement and Academic Outreach Faculty Liaison Board	2019-2020
Faculty Mentor Football Team	2017-2019
ATU STEM Institute Open House Vendor	2018
CETL Book Club	2018-2022
All Majors Fair Luncheon with Vendors	2017
Selected as Judge for Honors College "Chopped" Cooking Event	2017-2018
Selected as Judge for Phi Mu Miracle Man	2017
Library, Instructional Materials and Equipment Committee	2016-2017

Light the Night Judge for ISSMO	2016
Judge Spectrum Drag Show	2014-2016

Recruitment Liaison for Hospitality Administration	2015-2018
Selected Judge Phi Mu Kids for Chili Event	2013
Professional Development Grant Committee	2012-2013

Regional Service, Arkansas and National

EAST Judge for My Name Is...Contest	2024
Project Future! Steering Committee for SKAL USA	2024
Co-Chair for Arkansas ProStart Management competition	2024
Introduction to Workforce Development for Governors Conference	2024
National Business Education Association	2023
Arkansas Council for Women in Higher Education	2023-current
Arkansas Hospitality Association Higher Education Hospitality/Culinary Taskforce	2023-current
SKAL Arkansas, an International Tourism Organization	2016-current
SKAL Arkansas, all levels of leadership including President	2017-2022
ProStart® High School Culinary and Management Judge	2013-current
Coordinator Bentonville High School Culinary Competition	2021
ServSafe® Think Tank for Arkansas	2020
Skills USA Judge	2011-2019
Skills USA Tech Chair for Restaurant and Culinary	2012
Skills USA Coordinator of Culinary	2013
Ralston Rice volunteer for Conway School District	2019
Arkansas Hospitality Association Vendor Showcase Emcee and Judge	2007-current
Judge for the Ryan Swaim Memorial Chili Cook-Off	2013-2019
Member Arkansas Association of Festivals and Events	2014-current
Top Chef Judge for Arkansas Parks and Tourism	2013
Iron Chef Competition Judge AHA Food Show	2012
Volunteer, Main Street Russellville	2011-2018
Chairperson for Hospitality Games AHA Trade Show	2009
Celebrity Judge for Le Chocolate Feast NWA	2008

Board of Directors Appointments

Southeast Tourism Society	appointed	2023
Main Street Board of Directors	appointed	2023

Advisory Boards

Mills University Studies High School	2023-current
CTE Advisory Board Pottsville	2023-current
ATCC Advisory Board Russellville	2015-2022
Two Rivers School District CTE	2019
Arkansas Department of Career Education State Frame Works Board	2016
ASU Heber Springs Hospitality Program Board	2011-2015

SCHOLARSHIP

Grant Proposals

West, S. E. (2024) *OER* for two courses (\$400)

West, S. E. (2024) *Wine Tourism* TOU 3993 Online Development Grant (\$3500)

West, S. E. (2024) Professional Development Grant to greet visitors at Southeast Tourism Society Domestic Showcase (\$529.54)

Cho, E, Hixson, S. West, S.E., Jacobs, S. ENHANCED grant USDA SPECA (\$150,000)

West, S.E. (2023) *Not Funded

Professional Development Grant to Graduate from Marketing College and be appointed to the board of directors, Jackson MS (\$832)

West., S.E. (2023) HA 2093 *Casino Operations* HyFlex Development Grant (\$4000)

Hankins, M., Harrington A., Hamed S., Swindell, B. West, S. Young, J. *ATU Eclipse Event 2024 Solar Eclipse Proposal* (June 2023) submitted to Arkansas Space Grant Office (\$50,000)

*funded

West, S.E., Wilson, M & Swafford, M. (January 2022) *Cooking & Agriculture Kitchen Experience* (CAKE) A Farm to Table Camp (\$50,000). *Not Funded

West. S & Unwer P. (2022) Student Undergraduate Grant Mentor “*Utilizing VR Scenarios to Aid Student Empathy in Challenging Interactions*” (\$2000)

West, S.E HA 1043 *Introduction to Hospitality* HyFlex Development Grant (\$4000)

West, S. E. HA 2043 Redesign for 8- and 15-week online Development Grant (\$5000)

Bradley, M.J., West, S., Post, J., & Capen-Housley, C. (November 2022). *ATU Outdoor Recreation and Tourism Initiative*. Arkansas Tech University Innovation Grant. (\$83,100).

*Not Funded

West, S.E. (December 2021). “*Utilizing VR Scenarios to Aid Student Empathy in Challenging Interactions*” Arkansas Tech University Teaching Innovation Grant. (\$25,000)

West, S. E. & Pack, Debra (2021) SURF Grant from ADHE “*Do Nutritional choices change based on camp experience*” (\$4000)

West. S.E., (2021) *Casino Tourism* Course Development Grant (\$3500)

West, S.E. (2019) Grant to attend Best Teaching Institute with Ken Bain, one of two faculty selected (\$2500)

West, S. (2019) PASS Grant from Office of Sponsored Programs and Initiates to complete write proposal to USDA “*Girls Farm to Table Camp*” (\$4000)

West, S (2017) Chartwells Grant to fund *Girls Culinary Camp* (\$2000)

West, S (2016) Chartwells Grant to fund *Girls Culinary Camp* (\$1500)

West, S (2015) Deans Professional Development grant to attend and chaperone students to *HX Hotel Show* NYC (\$978)

West, S & Goss, E. (2015) Undergraduate Research Grant for “*Girls Culinary Camp and the Impact of Attending College*” (\$1162)

West, S. (2014) Chartwells Grand to Fund *Girls Summer Culinary Institute* (\$5000)

West, S. Profession Development Grant ATU *Chair Food and Beverage at Skills USA* Hot Springs AR (\$479.00)

West, S (2011) Professional Development Grant ATU *American Culinary Federation Trade Show* Dallas TX (\$1849)

West, S. (2010) *Women's Foundation of Arkansas for Summer Culinary Institute for 9th-12th Grade Girls* (\$10,000) This grant enabled young women in a fifty-mile radius to be exposed to aspects of the hospitality industry including entrepreneurship, nutrition, job readiness and assist in decision of college majors

West, S. (2006) Professional Development Grant to attend *American Culinary Federation National Trade Show* Orlando FL (\$1966)

West, S. (2005) Professional Development Grant NWACC to obtain certifications in ServSafe® Food, Alcohol and class for Certified Hospitality Educator® (\$2856.31)

Research Projects

Swindell, B. Stacy, J. & West, S. *An Exploratory Study for Understanding Perceptions and Knowledge Regarding the 2024 Solar Eclipse*

West, S. E. "Utilizing VR Scenarios to Aid Student Empathy in Challenging Interactions" 2021-current

Published Content, Written

Tribble, Dana *Freshman Faculty Focus* first faculty member featured in August 21 2024

Strasner, Sam *A View of the Total Solar Eclipse from Arkansas Tech* Interviewee as the eclipse chair for the campus <https://www.arkansastechnews.com/a-view-of-the-total-solar-eclipse-from-arkansas-tech/>

Strasner, Sam *ATU Students Gain Experience at Tourism Conference* <https://www.arkansastechnews.com/atu-students-gain-experience-at-tourism-conference/>

Lawson, Kyai *The Arkatech* February 8, 2024 Vol 100 No 17 "Don't Get Left in the Dark"

Strasner, Sam "ATU Creates Eclipse Solution that Aids Student Orgs" Interviewee as Eclipse Chair <https://www.arkansastechnews.com/atu-creates-eclipse-solution-that-aids-student-orgs/>

Bradley, M., Brian, M., McChesney, J. & West, S., (2023) Considerations to Improve College Student Involvement and Retention *Kentucky SHAPE Journal* Vol. 61 No. 1

Herring, Madison *The Arkatech* September 28, 2023 Vol 100 No12 "A Look Into the Wild West" Cover page, first article

Arkansas Tech University Social Media campaign "#WhyTechWednesdays" October 4, 2023, nominated by an ATU student not in our program

Expert Commentary featured for *Best Travel Cards* for Wallet Hub (September 2023) <https://wallethub.com/best-hotel-credit-card#expert=Susan E. West>

West, S. (May 2023). Selected as editor/reviewer for all eight modules of The World Food Safety Organization – "The Advanced Food Handler -Essentials of Food Hygiene *launch date unknown

Chapman, A., Bradley, M.J., & West, S. (2023). Food as culture: A review of culinary cultural heritage. *Red Dirt: An Outdoor Recreation and Tourism Blog*. <https://outdoorrecandtourism.blogspot.com>

Article Link: <https://outdoorrecandtourism.blogspot.com/2023/02/experiencing-culture-through-food.html>

2024 Eclipse Resources for Arkansas Communities University of Arkansas Create Bridges Website <https://www.uaex.uada.edu/business-communities/strategic-planning/eclipse.aspx>

"I am First-Gen" Feature on Arkansas Tech Facebook and Instagram post November 21, 2022

"The rebuilding of a historical building: Williamson Hall Renovation Completion. *ArklaTech* March 22, 2022 Interviewee

“Coming Home to Williamson Hall.” *Tech Action* March 15, 2022 Interviewee

<https://www.arkansastechnews.com/coming-home-to-williamson-hall/>

“2024 Eclipse’s Effect on Local Tourism Topic for April 7th ATU Web March 15, 2022

<https://www.arkansastechnews.com/2024-eclipses-effect-on-local-tourism-topic-for-april-7/>

“Preparations Underway for 2024 Eclipse in Arkansas” ATU Web April 7, 2024

<https://www.arkansastechnews.com/preparations-underway-for-2024-eclipse-in-arkansas/>

“Fast Food Lovers” editorial Guest Blogger November 8, 2022 *2023’s Best Cities for Fast Food Lovers* <https://www.lawnstarter.com/blog/studies/best-cities-fast-food-lovers/#expert=susan-west>

Announcement of VP for SKAL *Arkansas Movers and Shakers* January 28, 2019

<https://www.arkansasbusiness.com/article/125290/gretchen-hall-selected-to-lead-skl-international-arkansas-movers-shakers>

“ATU Summer Grads Look to Journey Ahead, ATU Web August 12, 2017

<https://www.arkansastechnews.com/atu-summer-grads-look-to-journey-ahead/>

“Summer Culinary Institute for Girls June 5-9” ATU News May 19, 2017

<https://www.arkansastechnews.com/summer-culinary-institute-for-girls-june-5-9/>

“Culinary Camp Returns to Campus” ATU News May 6, 2016

<https://www.arkansastechnews.com/culinary-camp-returns-to-campus/>

“Hospitality Students Tour NYC Hotels” ATY Mews November 17, 2015

<https://www.arkansastechnews.com/hospitality-students-tour-nyc-hotels/>

Arkansas Democratic Gazette “ATU camp preps girls for culinary careers” Thursday June 23, 2011 (River Valley and Ozark Edition pages 4-7)

Arkansas Democratic Gazette “Bentonville hotel on quirky list” by John Magsam July 26, 2013 <https://www.arkansasonline.com/news/2013/jul/26/bentonville-hotel-quirky-list-20130726/>

West, S. “Shining for the fall” *Journal of Hotel Business Manage* 2013, 2:1

<https://www.longdom.org/open-access-pdfs/shining-for-the-fall-2169-0286.1000e102.pdf>

Published Content, Video

“*Strategies for Engaging College Students on Their Journey to Graduation*” co-present with Michael Altman for Knowledge Matters and eDynamic Learning April 10 2024

<https://edl.wistia.com/medias/3bu9ffgqg2>

KAUF Radio -an NPR affiliate through the University of Arkansas, Caruth, David “*Anticipation Builds Around Solar Eclipse*” Interviewee April 2 2024

<https://www.kuaf.com/show/ozarks-at-large/2024-04-02/anticipation-builds-ahead-of-april-8-solar-eclipse>

TECH TV Interviewee for eclipse April 8 2024

<https://www.facebook.com/ATUTV/videos/7373899536029867>

KARK 4 “*Arkansas Tech University preparing for eclipse, making thousands of dollars off parking*” Interviewee March 12 2024 <https://www.kark.com/eclipse-2024/arkansas-tech-university-preparing-for-eclipse-making-thousands-of-dollars-off-parking/>

THV 11 “*Arkansas Tech Students Prepare for 2024 Total Solar Eclipse*” interviewee March 8

2024 <https://www.thv11.com/article/news/world/solar-eclipse/arkansas-tech-university-students-prepare-for-solar-eclipse/91-1e80cd30-ed87-4183-ad18-91effec0d564#ltjfbwtgb5a9gp0q2r>

Featured THV11 “Arkansas Tech University to Host Event with NASA” interviewee February 19 2024 https://www.thv11.com/article/news/world/solar-eclipse/nasa-scientist-discuss-eclipse-arkansas-tech-university/91-a0f276cf-3042-4071-8a6d-ee3e3d064fde?fbclid=IwAR0fXqSkiD38Xo92vbMcIh7Cr7RIEzgsCeXRRBmzY88FP1s8CK_Pyd9jtC0

Featured KATV Channel 7’s Good Morning Arkansas October 13 2023
<https://katv.com/community/good-morning-arkansas/hospitality-administration-and-tourism-programs-with-arkansas-tech-university>

Agri Health Network “*That Farm Life*” Agritourism and the 2024 Eclipse with Susan West
<https://www.agrihealth.net/podcast/episode/7822c08a/agritourism-and-the-2024-eclipse-with-susan-west>

Alethes Reality *The Spotlight* Cass Capen Housely & Susan West November 8, 2021
<https://www.russellvilleliving.com/blog/the-spotlight-cass-capan-housely-and-susan-west-2/>

Alethes Reality *ATU Spotlight Week: Susan West September 9, 2021* <https://muse.ai/v/V1JcVgG-The-Spotlight-ATU-Week-2021-Susan-West-Dr-Shellie-Hanna-and-Miss-ATU-Olivia-Battles>

“Williamson Hall: The Journey Home 2021 Voice over for video
<https://www.youtube.com/watch?v=s9lwAwnJ4Vw>

Video Spotlight for *Knowledge Matters*, 2019 <https://knowledgematters.com/marketing-simulation/user-stories/>

“ATU Graduates Reflect Upon Achievements” ATU Web December 15, 2018
<https://www.arkansastechnews.com/atu-graduates-reflect-upon-achievements-2/>

Video to ATU Board of Trustees Mission Statement 2016
<https://www.youtube.com/watch?v=rb3RM0GjI5s>

Arkansas Tourism Hospitality Educational Foundation Scholarship Foundation Video 2015
<https://vimeo.com/121504846>

West, Susan E. Interview “Women’s Foundation of Arkansas Oral History” *Butler Center for Arkansas Studies, Central Arkansas Library System*. April 25, 2014
<https://arstudies.contentdm.oclc.org/digital/collection/p1532coll1/id/12782/rec/7>

Published Content, Book Chapters and Reviews

2023 West, S. Created Power Points for all nineteen chapters for Pearson Book *Introduction to Hospitality* 9th edition

2022 West, S. & Unwer, P. Conference Proceedings SETTRA Academic Symposium Utilizing VR Scenarios to Aid Student Empathy in challenging interactions”

2020 West, S. E. “Epidemics, Pandemics, and Business Interruptions: The current coronavirus crisis and the hospitality industry impact”. *Supplemental to Hospitality Today: An Introduction*

2018 West, S. E. & G. Ojie-Ahamiojie “Careers in the Hospitality Industry *Hospitality Today: An Introduction* Kendall-Hunt 17th Edition

2017 West, S E. Editor *Journal of Hotel Business Management*

2016 Editor Chapters 2 &3 of *The Hospitality Experience* Pearson-Prentice Hall

2016 Reviewer textbook *Hotel Accommodation Management* Rutledge Publishing

2015 Peer-review two papers for publication for Horizon Research

2014 Editorial Board *Universal Journal of Food & Nutrition Science*

2013 Reviewer for *Principles of Hospitality, Travel and Tourism* 1st Edition Cengage Learning reviewed Chapter 1&3, as well as 7&9

- 2012 Reviewer for Vallen&Vallen *Check In-Check out* 9th Edition reviewed all 8 chapters
 2010 Text reviewer Hayes&Neinemier *Foundations of Lodging Management* 4 chapters
 2002 West, S.E. Book Review *East Texas Historical Journal* (Spring)

Presentations

- West, S. *Eclipse for Faculty*” presented for Arkansas Tech University LIFE (2024)
 West, S. “*Eclipse Tourists and Guest Relations*” presented to Special Topics Course in Emergency Management (2024)
 West, S. “*Dogtown Discoveries: AI's Role in Unleashing North Little Rock's Tourism Potential*” Presented to North Little Rock Tourism staff (2023)
 West, S. *Update to Eclipse for the Campus* Staff Senate invited speaker (2023)
 West, S. & Unwer P. “*Utilizing VR scenarios and games for persons with limited mobility*” (2023) Arkansas Parks and Recreation Association Jonesboro
 West, S. “*College of Business and Economic Development-How we can assist you*” High School Counselor Workshop (2023)
 West, S.E., Swindell, B (2023) “*Russellville Get Ready! Eclipse Planning 101*” presented to local businesses and emergency personnel within city
 West, S. E, Swindell, B., Capen-Housley, C. (2023) *Ready Set Eclipse: How to Host Tourists and Keep your Sanity During the Celestial Event of the Decade* -Ready, Set Eclipse: Accommodations & Tourism total of six workshops in rural Arkansas
 West, S. & Strasner, S., (2023) Invited speaker to Executive Council for *Eclipse Update* for the ATU Campus
 West, S. & Capen-Housley., (2023) “*Tourism Impacts in Yell County*” Dardanelle Chamber of Commerce monthly meeting
 Unwer, P. & West, S., (2023) “*Utilizing VR scenarios to aid student empathy in challenging interactions*”. 2023 Arkansas Tech University Research Day. Russellville Arkansas. Faculty mentor to student
 West, S. & Unwer, P. (2023) Utilizing VR Scenarios to Aid Student Empathy in challenging interactions” Presented at Governors Conference on Tourism *Setting the Stage for Tomorrow session* *this is the first-time professors and students were allowed to present
 West, S, (2022) “*Arkansas Impact of Tourism*” presented to Southside Central High School, Batesville AR
 West, S. & P. Unwer (2022) “*Utilizing VR Scenarios to Aid Student Empathy in challenging interactions*” Presented at SETTRA(Southeast Travel and Tourism Research Association) Research Symposium, Concord, NC
 West. S. (2022) “*Proper Dinner Etiquette*” presented to ATU Students with TRIO Student Support Services
 West, S. (2022) “*First Generation Student Etiquette*” presented to ATU First Generation students
 West, S. (2022) “*Dinner Etiquette*” presented to ATU Presidential Leadership Cabinet
 West. S (2022) “*Post Navigation of Etiquette after Covid-19*” presented at Health Information Management Summit at ATU
 West. S (2019) “*Etiquette for the Educated*” presented to ATU students with TRIO Student Support Services

West, S & Hixson, (2021) Susan West (Arkansas Tech University) and Sarah Hixson (Iowa State University) “*With Great Power: Investigating the Impact of Comic Cons on Southeastern Hotels*” presented on the impact Comic Con events had on southeastern hotels. The results were mixed which led to a discussion on why they were mixed and what could strengthen the positive key performance indicators of these type of events, SETTRA 2021 Academic Research Symposium Summary, Spartanburg, SC

West. S., W. Hornberg & B. Bowlin. (2020) “*Smile a While: A Collaboration Between Industry Partners Centered on Tourism*” Presented at Travel and Tourism Research Association at Southeast Tourism Society Connections Conference, Little Rock AR

West. S. & C. Capen-Housely (2019) “*iPads in the classroom*” presented at ATU Engineering and Applied Science Symposium

West. S. (2019) “*Arkansas Tourism and the Impact to the State*” presented at ATU Next Steps Program in conjunction with Russellville High School

West. S. (2019) “*What is Orange and filled with great information?*” presented at ATU Center for Education and Teaching Excellence seminar series based on Best Teaching Institute

West. S, Augur, J., Rank, B, & Kraft, G. (2019) TECH TALK at ATU “*Not the best college teachers... YET*” presented for CETL after completion of book club

West. S (2019) “*Overview of the Parks, Recreation and Hospitality Administration Program*” Arkansas Hospitality Association Tourism Legislative Day, Little Rock AR

West, S. & Speck, A (2017) “*What can you do with a major in Hospitality?*” presented to Two Rivers High School juniors and senior Danville, AR

West, S.& C. Capen-Housley (2017) “*ATU and your career in hospitality*” presented at Eureka High School, Eureka Springs AR

West, S., Suddeth, S. (2017) “*Tourism Impacts*” Business and Marketing Technology Panel Member for Arkansas Department of Career Education. Little Rock, AR

West. S (2015) “*How to be sustainable with your events and festivals*” presented at Arkansas Festival & Event Association Trade Show Russellville, AR

West, S. (2011) “*Mind your Manners*” presented to high school students in and Upward Bound program Russellville AR

West. S & C. McMahan (2011) Power of the Purse Luncheon from Women’s Foundation of Arkansas “*Lessons Learned from Summer Culinary Camp*”

West. S, (2010) Focus Group Leader for The Grandview Group “Introduction to Hospitality” group created to explore what would be needed to include in text, virtual

West. S. (2010) “*Arkansas Tech Hospitality Department and How we can assist High School Programs*” presented to Arkansas Travel and Tourism Teachers Conference Little Rock, AR

West, S. (2009) “*Greening your Inn*” presented to Bed & Breakfast Association of Arkansas, Little Rock AR

West, S. (2006) “*Customer Service in Higher Education*” presented at Professional Development Conference, Northwest Arkansas Community College Bentonville, AR

Huggins, D. & West, S (2004) “*Female Terrorists in the US*” presented at American Society of Criminology Conference

Continuing Education

Arkansas Tech University

Accepted into Leadership Tech Cohort #6

Hyflex Classroom Certified for ATU

Fall 2024

2023

The Discussion Board and Beyond	2023
What is the Best Citizenship Advice	2023
How Can I Adopt Five Tools for Online Courses	2023
How Can I Engage Students in a Hyflex Class	2023
Student Engagement: An Important Tools for Improving Retention	2022
Faculty Role in Student Retention	2022
How Can I Build an Antiracist Syllabus?	2022
Helping Graduate Students Find Resources	2022
Rethinking Engagement for Gen Z	2022
What are 5 Easy-to-Use Technologies foe Online Classroom	2022
How can I Teach with Confidence in the Hyflex Classroom?	2022
Course Redesign Academy	2017
Transitioning to Teaching online	2016
Grant Writing Workshop	2016
Faculty/Staff Recruiting Workshop	2015
Completed 36 hours toward BS in Hospitality Administration	2015
Commitment to Excellence in Teaching	2014
Completed 32 hours towards EdD from University of Arkansas	2013

External

Rioja Wine Enthusiast Certification	2024
Data and Decision Making Certificate of Completion	2024
Rick Management Certificate of Completion	2024
Asset Management Certificate of Completion	2024
Travel Marketing Professional-STS	2023
CEU Level III form Academy of Nutrition and Dietetics	2019
Bridges: Building a Supportive Community	2019
Six hours of Teacher Development ADTC	2015
Why Your Program Is Losing Students	2015
INNROAD PMS Trained	2015
Twelve hours Teacher Development with ProStart	2014
What Employers Look for in Credentials and Resources AHLEI	2014
Pearson Prentice Hall trained for MyLab	2013

PROFESSIONAL MEMBERSHIPS

Arkansas Counsel for Women in Higher Ed	2023-current
SKAL International Association of Travel and Tourism	2015-current
ARUSA Voting Delegate	2022
Past-President	2021
President	2020
Vice-President	2019
Secretary	2018
Southeast Tourism Society	2020-current
American Culinary Federation	2007
Arkansas Association of Women in Two Year College	2005-2008
Member Chair	2006-2007

Arkansas Hospitality Association	2005-current
Alpha Kappa Delta Honor Society	2002
Southwestern Sociological Association	1998-2001
Business and Professional Women Secretary	1993-1994
Chamber of Commerce Board of Directors, Cedar City UT	1993-1995

Conferences

Arkansas Hospitality Association Vendor Showcase	2005-current
Southeast Tourism Society Connections Conference	2020-current
Arkansas Festival & Event Association	2015-current
HX Hotel Show & BDY Design	2017-2019
Governor's Conference in Tourism Arkansas	2016-current

AWARDS

Tourism Teacher of the Year	2024
Nominated for Faculty Excellence Award in Teaching *ineligible not tenured	2024
Nominated for Tourism Person of the Year for Arkansas	2024
ATU Alumni Association Faculty Member of the Game September 16 Football	2023
Nominated for Faculty Excellence Award in Teaching *ineligible not tenured	2023
Invited Stoler selected by two students to present their stole Diversity and Inclusion	2023
Nominated for the Faculty Excellence Award in Teaching *ineligible not tenured	2019
LLC Advisor of the Year	2018
https://www.arkansastechnews.com/student-services-recognizes-best-of-2017-18/	
Honorary Stoler for Department of Diversity and Inclusion	2017
Nominee, Professor of the Year Student Government Association	2015
Nominee, Professor of the Year Student Government Association	2014
Chef Mentor of the Year, Arkansas Hospitality Association, Pro Start	2013
Outstanding Student Organization Advisor, Black Student Association	2009
Gamma Beta Phi Honor Society-Halls of Excellence in Teaching	2006
Volunteer of the Year-Bernice Young Elementary	2004
Rookie of the Year-Super 8® Motels	1994

ACADEMIC HONORS

Boosters Club Award Stephen F Austin State University Nacogdoches, TX	2001
Dean's List, Stephen F Austin State University	2001
Dean's List, Stephen F Austin State University	2000
President's List Stephen F Austin State University	2000

COURSES

Courses Taught

Arkansas Tech University

HA 1001	Orientation to Hospitality
TECH 1001	Orientation to the University
HA 1011	Sanitation *Changed from HA 1013
HA 1043	Introduction to Hospitality

HA/CUL1923 Introduction to Food and Management
HA 1063 Hospitality Technology *changed to HA 3163
HA 2043 Hotel Operations *name change to Lodging Operations I
HA 2063 Guest Service Operations
HA 2073 Intro to Events
HA 2203 Casino Tourism
HA/RP 2133 Travel and Tourism
HA/CUL 2023 Supervision and Leadership
HA 2903 Casino Operations
RP 3403 Experience Industry Finance Management
HA 4116 Internship *changed to HA 4114
HA 4023 Facility Design and Maintenance
HA 4053 Meetings and Convention
HA 4243 Advanced Lodging
HA/RP 4013 Hospitality Marketing and Sales *changed to HA/RP 3013
RP 4023 Research Methods
HA 4023 Hospitality Operations and Problem Solving
HA 4063 Beverage Management
HA 4243 Club Management
HA 4001 Internship Preparation
HA 4063 Beverage Management
IPBL 4993 Food Truck Layout and Design
HA 4992 Casino Tourism *later developed to HA 2203
HA 4993 Special Topics

Eastern Kentucky University

GTO 325 Culture and Consumption of Wine-developed curriculum and teach course

Pulaski Tech Community College

HOS 2309 Lodging Operations
HOS 2312 Hospitality Facilities

Arkansas State University-Heber Springs

HA 1033 Sanitation and Safety

Northwest Arkansas Community College

HRMN 2003 Hotel Operations
HMGT 2694 Internship
HRMN 1603 Introduction to Hospitality
FDSC 2503 Food Safety and Sanitation
HFDM 2513 Food and Beverage Management

University of Arkansas

SOCI 3301 Data Analysis Lab Instructor
SOCI 2013 General Sociology

Courses Developed and eTech approved

HA

HA 1043	Introduction to Hospitality Developed for Hyflex
GTO 325	Culture and Consumption of Wine for Eastern Kentucky University
HA 2203	Casino Tourism for online
HA 2903	Casino Operations HyFlex
HA 2043	Lodging Operations I *for 8 week and 15 weeks online
HA 3993	Wine Tourism Developed for Hyflex

*Northwest Arkansas Community College-Developed all Hospitality courses for online (WebCT) including: Arkansas Tourism, Hotel Operations, Food and Beverage Management and Introduction to Hospitality

ADDITIONAL PROFESSIONAL EXPERIENCE

Graduate Research Assistant August 2002-December 2003

Department of Sociology, University of Arkansas Fayetteville

Completed two-year study on Clinton Presidency, leading to Master's thesis publication

Assisted faculty with research

Taught multiple sections of Sociology, tutored and proctored exams for over 200 students

Lab Assistant for research methods course

Member of Southwestern Sociological Association

Member of Alpha Kappa Delta Honor Society

Collected data for national presentations on women and terrorism

General Manager January 2001-December 2001

Extended Stay America, Springdale, Arkansas

Hired, trained and supervised staff of twenty-one through the Grand Opening and onto hotel operations

Served in professional capacity in community organizations

Teaching Assistant 2000-2001

East Texas Historical Association, Stephen F. Austin State University, Nacogdoches Texas

Assist Editor with content for East Texas Historical Journal

Conducted research in East Texas area

Resident Apartment Manager August 1997-December 1999

Starr Apartments, Stephen F Austin State University, Nacogdoches Texas

Responsible for over 100 residents in family housing

Assisted with move-in/move out

Created programs for entire complex

Ensured safety and security for all residents within complex

General Manager 1995-1997

The Cliffs at Possum Kingdom Lake, Possum Kingdom Texas

Hired, trained and supervised staff of twenty-five at new resort 100 room hotel

Oversaw thirty condominium rentals

Set up meetings and oversee all events at property
Worked with Property Owners Association

General Manager 1992-1994

Super 8 Motels

Opened hotels in Cedar City Utah, Guymon Oklahoma and brought hotel back to quality standards in Quincy Illinois

Marketed hotel throughout states, including joining all community memberships