

Melyssa-Anne Stricklin, MS, CFEA

Curriculum Vitae

Texas A&M University
Department of Recreation, Park and Tourism Sciences
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EDUCATION

- Texas A&M University**, College Station, Texas May 2016
Master of Science in Recreation, Park and Tourism Sciences
Thesis: Examining Event Staging Strategies on Quality of Experience
- Florida State University**, Tallahassee, Florida May 2016
Graduate Certificate in Event Management
- Texas A&M University**, College Station, Texas May 2011
Bachelor of Science in Recreation, Park and Tourism Sciences
Emphasis: Tourism Resources Management

PROFESSIONAL CERTIFICATE

- Fundraising Event Management**, Event Leadership Institute (20 CMP Clock Hours) 2019
- Event & Meeting Management Fundamentals Certificate**, Event Leadership Institute (36 CMP Clock Hours) 2018
- Certified Festival & Event Associate**, Event Management School, 2015
International Festivals & Events Association and National Recreation & Park Association
- Graphics and Illustration Certificate**, Employee & Organization Development, Texas A&M University 2014
- Desktop Publishing Certificate**, Employee & Organization Development, Texas A&M University 2014

TRAINING/WORKSHOPS

- IFEA: International Festival and Event Association Convention** 2019
- Marine Corps Recruiting Command's Educators and Key Leaders Workshop**, Quantico, Virginia (June 17-21) 2019
- IFEA: International Festival and Event Association Convention** 2017
- Quality Matters: Independent Improving Your Online Course**, Texas A&M University 2016
- Academy of Future Faculty**, Center for Teaching Excellence, Texas A&M University 2016
- *Course Development Cycle* workshop
 - *Online Learning Environments* workshop
 - *Writing a Teaching Statement* workshop
 - *Developing Digital Classrooms* workshop
 - *Creating a Course Syllabus* workshop
 - *Online Course Design* two-day workshop
 - *Curriculum Vitae* workshop
 - *ePortfolio* workshop
- NACADA: The Global Community for Academic Advising Annual Conference** 2015
- National Agriculture Alumni & Development Association Conference**, Texas A&M University 2015
- *Is Seeing Believing?* (Communications training on photo usage)
 - *Cross-Platform Social Media Marketing*
 - *Online Video Storytelling*

UNIVERSITY TEACHING EXPERIENCE

- Texas A&M University**, College Station, Texas Fall 2019
Instructor of Record, (Online) RPTS 311: Planning and Implementing Events and Programs
Course Evaluation Average: 4.6 / 5.0
 Course Description: Planning, operations, administration and evaluation; includes creation and implementation of programs and special events with budgeting, operational and venue logistics, marketing, fund raising, hospitality training and participant satisfaction.
- Texas A&M University**, College Station, Texas Fall 2019
Instructor of Record, (Online) RPTS 324: Event Management Final Assessment
Zero Credit; pass/fail course
 Course Description: Demonstration of academic knowledge in management of events; document event coordination experience through completion of volunteer work and website portfolio.
- Texas A&M University**, College Station, Texas Summer 2019
Instructor of Record, (Online) RPTS 324: Event Management Final Assessment
Zero Credit; pass/fail course
 Course Description: Demonstration of academic knowledge in management of events; document event coordination experience through completion of volunteer work and website portfolio.
- Texas A&M University**, College Station, Texas Spring 2019
Instructor of Record, (Online) RPTS 324: Event Management Final Assessment
Zero Credit; pass/fail course
 Course Description: Demonstration of academic knowledge in management of events; document event coordination experience through completion of volunteer work and website portfolio.
- Texas A&M University**, College Station, Texas Fall 2018
Instructor of Record, (Online) RPTS 311: Planning and Implementing Events and Programs
Course Evaluation Average: 4.6 / 5.0
 Course Description: Planning, operations, administration and evaluation; includes creation and implementation of programs and special events with budgeting, operational and venue logistics, marketing, fund raising, hospitality training and participant satisfaction.
- Texas A&M University**, College Station, Texas Fall 2017
Instructor of Record, (Online) RPTS 311: Planning and Implementing Events and Programs
Course Evaluation Average: 4.4 / 5.0
 Course Description: Planning, operations, administration and evaluation; includes creation and implementation of programs and special events with budgeting, operational and venue logistics, marketing, fund raising, hospitality training and participant satisfaction.
- Texas A&M University**, College Station, Texas Spring 2017
Instructor of Record, (Online) RPTS 311: Planning and Implementing Events and Programs
Course Evaluation Average: 4.5 / 5.0
 Course Description: Planning, operations, administration and evaluation; includes creation and implementation of programs and special events with budgeting, operational and venue logistics, marketing, fund raising, hospitality training and participant satisfaction.
- Texas A&M University**, College Station, Texas October 27, 2014
Guest Co-Lecture
- Guest lectured RPTS 481 Seminar course to 92 students
 - Discussed Staging Memorable Experiences based on The Experience Economy and my master's thesis

RELEVANT PROFESSIONAL EXPERIENCE

- Texas A&M University**, College Station, Texas September 2018 – Present
Academic Advisor III and Assistant Lecturer, Recreation, Park & Tourism Sciences Department
- Facilitates application and admission of students; Advises students and prospective students in areas concerning college admissions and readmission, intercollege transfer, professional concerns, student services, degree programs, academic schedules, course planning and selections, with career and educational goals, addresses student financial concerns; reviews degree plans with students, processes add/drops, Q drops, withdrawals, and change of curriculums;
 - Refers students facing academic challenges to University resources, responds to inquiries from parents and students.
 - Uses knowledge of University and College rules, guidelines, and SAPS to facilitate student success.
 - Uses such resources as COMPASS and Howdy to facilitate registration, degree audit, and confirm prerequisites.
 - Manages transfer applications and change of major applications.
 - Approves "Degree Planner" documents.
 - Assist in conducting new student orientation conferences for prospective, freshmen and transfer students.
 - Prepare various academic and advising reports.
 - Teaches a Department course at least once a year and/or lectures in select classes as prescribed by the department which assigned

- Serves as Student Retention Specialist. Assists the Department Associate Head in monitoring student probationary terms and processes departmental probationary and dismissal letters.
- Provides academic support in care of the Department's nontraditional student support program. Mentors students, consults with students on needs, academic preparation and study strategies that may be effective for specific classes, refers students to tutors and other resources to meet academic needs.
- Develop and conduct college recruitment programs. Attends majors and degree fairs for the purpose of recruiting prospective students. Assists with Department student recruitment events, such as Aggieland Saturday.
- Responsible for planning, coordinating, executing, and evaluating the "Graduation Reception" for our department three times a year
- Acting as Manager of Department of RPTS marketing program; designs promotional materials, attends majors and degree fairs, serves as Department webmaster, visits potential student markets, maintains a marketing plan, consults with faculty seeking to market particular programs; supervises Marketing Specialist

Program Advisor, Professional Event Manager Certificate Program

- Responsible for receiving and reviewing student applications, sending acceptance/denial letters
- Advises students concerning the course and outside work requirements; proctors exit exams, approves portfolios
- Created and distributed memos and certificates for graduates for 5 years
- Processes certificate curriculum additions in University Adjustment System
- Processes course adjustments as needed.
- Sits on Advisory Board
- Responsible for program webpage

Program Advisor, Hospitality Management Certificate Program

- Recruits, enrolls and advises students
- Confirms completion requirements
- Processes certificate curriculum additions in University Adjustment System
- Processes course adjustments as needed
- Responsible for program webpage

Texas A&M University, College Station, Texas

July 2012 – Present

Academic Advisor I, Recreation, Park and Tourism Sciences Department

- Facilitates application and admission of students; advises students with academic probation, processes dismissal letters, addresses student financial concerns; reviews degree plans with students, processes add/drops, Q drops, withdrawals, and change of curriculums
- Uses knowledge of University and College rules, guidelines, uses such resources as COMPASS and Howdy to facilitate registration, degree audit, and confirm prerequisites
- Manages transfer applications, readmit applications, and change of major applications
- Serves as Manager of Department of RPTS marketing program; designs promotional materials, attends majors and degree fairs, serves as Department webmaster, visits potential student markets, maintains a marketing plan, consults with faculty seeking to market particular programs; supervises Marketing Specialist
- Assists with Department events that promote the Department and College
- Responsible for planning, coordinating, executing, and evaluating the "Graduation Reception" for our department three times a year
- Sits on Undergraduate Curriculum Committee
- Processes and monitors certificate curriculum record additions in the University Adjustment System
- Clears certificate graduation audits for the Professional Event Manager and Hospitality Management Certificate programs
- Approves Degree Planners annually with multiple rounds of approval
- Creation and maintenance in departmental advising forms and degree plans

Program Advisor, Professional Event Manager Certificate Program

- Responsible for receiving and reviewing student applications, sending acceptance/denial letters
- Advises students concerning the course and outside work requirements; proctors exit exams, approves portfolios
- Created and distributed memos and certificates for graduates for 5 years
- Processes certificate curriculum additions in University Adjustment System
- Processes course adjustments as needed.
- Sits on Advisory Board

REFEREED PUBLICATIONS AND PRESENTATIONS

Stricklin, M. A., & Ellis, G. D. (2018). Structuring Quality Experiences for Event Participants. *Event Management*, 22(3), 353-365.

The Academy of Leisure Sciences Annual Conference, Indianapolis, Indiana

Lacanieta, A., Ellis, G., Freeman, P., Jiang, J., **Stricklin, M.**, & Hill, B. (2018). *A graphical approach to measuring deep structured experience as a binary phenomenon*. The Academy of Leisure Sciences Annual Conference, Indianapolis, Indiana (February 22-24, 2018).

HONORS and AWARDS

Nominated & Selected for – Marine Corps Recruiting Command’s Educators and Key Leaders Workshop, Quantico, Virginia	2019
Nominee – President’s Meritorious Service Award for 2019, TAMU	2019
Winner – 2017 American Academy for Park and Recreation Administration Best Paper Award	2017
Member – Phi Kappa Phi	2015 - Present
Winner – USC Staff Scholarship, Texas A&M University	2015 - 2016
Winner – Gene Phillips Endowed Memorial Scholarship, Texas A&M University	2015 - 2016
Member – Rho Phi Lambda Academic Fraternity, Beta Delta Chapter	2010 - Present

EVENT MANAGEMENT EXPERIENCE

Texas A&M University, College Station, Texas July 2012 - Present
Recreation, Park and Tourism Sciences

- Serves as event coordinator responsible for executing Graduation Reception events for RPTS graduates and family three times per year
- Responsible for RPTS recruiting booth and presentation for annual campus wide open house “Aggieland Saturday” event
- Member of the RPTS 50th Anniversary Celebration planning committee specifically in charge of Marketing and Sponsorship, among other duties
- Assists with Departmental events such as: Family’s Weekend event, 2015 Chairs Conference, Legends in the Texas Travel Industry Speaker Series and other small scale departmental programs

Center for Teaching Excellence, College Station, Texas May 2015 – May 2016
Wakonse South Event Management Intern

- Served as sole Event Coordinator for 2016 Wakonse South Conference on College and University Teaching which brought in 94 attendees from across different colleges and Universities in Texas
- Conducted research on target audience, event history, etc.
- Planned, implemented, and evaluated all aspects of event such as: timelines, budgets, marketing plan, sponsorship plan, assignment of staff, venue layout, set up/tear down, event evaluation, ethics policy, and risk management plan
- Worked with Wakonse South Content Committee multiples times to keep consistency between logistics and content

Family and Morale, Welfare, and Recreation, Fort Hood, Texas May 2010 – August 2010
Recreation Specialist Intern

- Assisted the Event Coordinator in planning, coordinating, executing, and evaluating ten large events which brought in up to a hundred thousand Fort Hood community members per event
- Wrote 2 articles that were published in the Fort Hood FMWR Hood Happenings Magazine
- Painted layouts, calculated capacities, designed layouts, dealt with vendors and customers, and assisted in booking bands
- Served as point of contact for the US Army Soldier Show; managed a crew of 50 Soldiers and staff for more than 14,000 attendees
- Researched materials, prizes, decorations, refreshments, and equipment for program functions
- Presented event plans and recommendations to high ranking United States Military Officers for approval

UFC Fight for the Troops 2, Fort Hood, Texas January 2011
Immediate Assistant to Fort Hood FMWR Special Events Coordinator

- Assisted the Event Coordinator with executing this community special event that responded to the needs and interests of the military/civilian population that consisted of 22 Ultimate Fighting Championship fighters, 3,200 Active Duty Army Soldiers attendees, and raised more than \$600,000 in phone donations for the Intrepid Fallen Heroes Fund
- Provided catering logistics for volunteers
- Assisted in improvising and adapting activities to the wide range of participant’s interests and needs considering limitation of funds, facilities, equipment, volunteers, and staff support.
- Assisted UFC Merchandise Chief in passing out 3,200 free UFC T-Shirts to Soldiers and to get monetary change
- Performed clerical duties, venue setup and clean up

Terry Fator Comedy Show, Fort Hood, Texas

January 2011

Immediate Assistant to Fort Hood FMWR Special Events Coordinator

- Assisted the Event Coordinator with executing this community special event that responded to the needs and interests of the military/civilian population that brought in Soldiers and Families, the Survivor Outreach Services families, and the Intrepid Fallen Heroes families
- Escorted United States Army Officer's and spouses to their seats
- Escorted Intrepid Fallen Heroes families to their seats
- Assisted in improvising and adapting activities to the wide range of participant's interests and needs considering limitation of funds, facilities, equipment, volunteers, and staff support
- Performed clerical duties, venue setup and clean up

WWE Salute to the Troops, Fort Hood, Texas

December 2010

Immediate Assistant to Fort Hood FMWR Special Events Coordinator

- Assisted the Event Coordinator with executing this community special event that responded to the needs and interests of the military/civilian population that consisted of over 13 Superstars from both WWE Raw and WWE SmackDown, Trace Adkins, Sean Comb's Diddy-Dirty Money, Sherri Shepherd, Cedric the Entertainer, Miss USA Rima Fkih, and Ariel Winter; that brought in approximately 50,000 Soldiers and their Families
- Served as Point of Contact for celebrity Meet & Greet and escorted John Cena, Randy Orton, Shawn Michaels, Rey Mysterio, Eve, and Flawless from hotel accommodations to Meet & Greet venue with the Intrepid Fallen Heroes families
- Presented John Cena with a The Directorate of Family and Morale, Welfare, and Recreation Challenge Coin award

Run to Remember Rock the Hood, Fort Hood, Texas

2010

Immediate Assistant to Fort Hood FMWR Special Events Coordinator

- Assisted the Event Coordinator with executing this community special event that responded to the needs and interests of the military/civilian population that consisted of a carnival; Family Readiness Group food booths; food & drink catering services; Meet & Greets; Musical entertainment, and a military vehicle display. (The musical entertainment was Rhema, Rev Theory, Elvis Crespo, Flyleaf, Chris Cagle, Puddle of Mudd, Nas, Malford Milligan Blues, Lance Wade Thomas, and 7 Years Today.)
- Acted as First in Command of executing Meet & Greets and trained volunteers to help with Meet & Greets
- Set up and tore down venue and photograph area for the Meet & Greets
- Assisted in improvising and adapting activities to the wide range of participant's interests and needs considering limitation of funds, facilities, equipment, volunteers, and staff support

Freedom Fest, Fort Hood, Texas

July 2006 & July 2007

Day of - Volunteer

- Served as a volunteer within Family and Morale, Welfare, and Recreation (FMWR)
- Assisted Teresa Maynard with executing the Fort Hood "Freedom Fest" community special event that responded to the needs and interests of the military/civilian population
- This event was Fort Hood's Independence Day Celebration that boasts a carnival, food, military vehicle display, and patriotic show
- This show attracts thousands of Soldiers, Families, and community members
- Assisted with backstage logistics
- Provided general labor support

Welcome Back Heroes Tribute, Fort Hood, Texas

March 2007

Day of - Volunteer

- Served as a volunteer within Family and Morale, Welfare, and Recreation (FMWR)
- Assisted Teresa Maynard with executing the Fort Hood "Welcome Back Heroes Tribute" community special event that responded to the needs and interests of the military/civilian population
- This event is a Fort Hood celebration to welcome home troops from overseas
- Assisted with backstage logistics
- General labor support

Annual Military Wives Club Bazaar, Fort Hood, Texas

October 2005 & 2006 – November 2005 & 2006

Volunteer

- Served as a volunteer within the Officer’s Wives Club
- Assisted officer’s wives with executing the Fort Hood “Military Wives Club Bazaar” event
- This event is an annual fundraiser that grossed \$40,000. This money goes back to non-profit organizations in the community.
- Venue set up and clean up
- Assisted with vendors
- Assisted layout design
- Coordinated electricity needs

SERVICE

Member of the College of Agriculture and Life Sciences Probation/Dismissal Task Force	2018
Member of the Undergraduate Curriculum Committee, Department of Recreation, Park and Tourism Sciences (RPTS)	2012 – Present
Member of the Professional Event Manager Certificate Advisory Committee, RPTS	2012 – Present
Member of the Community Recreation and Park Administration Advisory Committee, RPTS	2012 – Present
Member of the Tourism Management Advisory Committee, RPTS	2012 – Present
Member of the Parks and Conservation Advisory Committee, RPTS	2012 – Present
Member of the Youth Development Advisor Committee, RPTS	2012 – Present

SKILLS

Adobe Photoshop • Adobe InDesign • Adobe Illustrator • Adobe Acrobat • WordPress • iModules • EMMA • COMPASS • Camtasia • Microsoft Word • Microsoft PowerPoint • Microsoft Publisher • Microsoft Excel Spreadsheets • Microsoft Movie Maker • Social Media Marketing • Floral Design • International Travel • Detail Orientation • Excellent Oral & Written Skills • Organization • Quality Customer Service • Adaptability • Strong Work Ethic • Time Management • Leadership • Creativity • Self Confidence • Collaboration and Team Work