

Lorie A. Tuma, M.S.A., Ed.D.

EDUCATION

- Doctor of Education (Ed.D.)** Summer 2011 (ant.)
Walden University, Minneapolis, MN
Cognate: Teacher Leadership
Research Intensive: New Media & Tourism
Dissertation Topic: Measuring Sense of Community Using Facebook in Tourism Classes
- Master of Science Administration (M.S.A.)** 2004
Central Michigan University, Mt. Pleasant, MI
Cognate: Human Resources
Concentration: Communication in Conflict Management
Thesis: Due Diligence Initiatives in Mergers and Acquisitions
- Bachelor of Science (B.S.)** 2001
Central Michigan University, Mt. Pleasant, MI
Cognate: Community Development
Concentration: Public Administration

TEACHING EXPERIENCE

- Central Michigan University – Mt. Pleasant, MI** 2008 - present
Instructor: Commercial Recreation, Management in Leisure Services, and Tourism/Hospitality
- Central Michigan University Off-Campus Programs – Mt. Pleasant, MI** 2009
Instructor: Online Teaching Certificate (Blackboard)
- Kaplan University – Boca Raton, FL** 2008
Instructor: Academic Strategies
- Mid-Michigan Community College – Harrison, MI** 2006 - 2008
Instructor: Occupational Studies & Hospitality

EDUCATION OVERSIGHT AND RESEARCH

- Catapult Learning – Las Vegas, NV** 2004 - 2006
Instructor and Area Manager –Education Programs
- University of Nevada, Las Vegas – Las Vegas, NV** 2004 - 2005
Graduate Research Assistant
- Central Michigan University – Mt. Pleasant, MI** 2002 - 2004
Contract Analyst: Compliance & Accountability, Center for Charter Schools

HOSPITALITY, TOURISM, & EVENT PLANNING

State of Michigan – Lansing, MI Director of Volunteer Services & Special Events, Gubernatorial Election	2002
Passageways, Carlson Companies – Mid Michigan, MI Director of Training Programs	1999 – 2001
Carlson Wagonlit Travel, Carlson Companies – Mt. Pleasant, MI Event Director, Owner	1993 – 1999
Pan American World Airways – Jamaica, NY International Flight Attendant	1987 - 1991

ADVISING

Event Management Minors	217	January 2008 – present
Occupational Studies & Hospitality Majors	122	August 2006 – January 2008
Hospitality & Tourism Majors	7	November 1993 – August 2001
Tourism Professional Studies	32	November 1993 – August 2001

SCHOLARSHIP

Presentations

Service Learning: The power of partnerships. International Journal of Arts & Sciences (IJAS)
National Conference for Academic Disciplines, University of Nevada Las Vegas, (exp. March 2011).

Using Facebook in Tourism/Hospitality Classes. Faculty Center for Innovative Teaching (FaCIT),
Central Michigan University, Mt. Pleasant, Michigan. March, 2011.

Facebook! The integration of social media in tourism and recreation classes. International Society of
Travel and Tourism Educators (ISTTE), Long Beach, California, October, 2010.

Online social networks and your professional brand. International Society of Travel and Tourism
Educators (ISTTE), Long Beach, California, October, 2010.

The impact of a global meeting curriculum on the tourism industry. International Society of Travel
and Tourism Educators (ISTTE), San Antonio, Texas, October, 2009.

Commencement Address, Qatar MICE Development Institute, Doha Qatar, June 2009.

Qatar MICE Development Institute, Global Certificate in Meeting Business & Events, Meeting
Professionals International, Doha, Qatar, June 2009.

Leadership IMPACT, Central Michigan University Leadership Institute, Mt. Pleasant, Michigan, May,
2008, 2009.

Qatar MICE Development Institute, Global Certificate in Meeting Business & Events, Meeting
Professionals International, Doha, Qatar, February, 2009.

Qatar MICE Development Institute, Global Certificate in Meeting Business & Events, Meeting and Professionals International, Doha, Qatar, November, 2008.

The Hallmark of Leadership, Phi Theta Kappa Induction Ceremony, Mid Michigan Community College, Harrison, Michigan, 2007.

Community Education Initiatives, City of Las Vegas Leadership Dinner, Las Vegas, Nevada, 2005.

Publications

Tuma, L. (2010). *Measuring sense of community using Facebook in tourism and recreation classes*. In L. Lowry (Ed.), *Proceedings of the 2010 Annual International Society of Travel and Tourism Educators (ISTTE) Conference, October 18-22, 2010, on Board Carnival Cruise Line's Paradise (Vol. 22, pp 335-349)*. St. Clair Shores, MI: International Society of Travel & Tourism Educators.

Tuma, L. & Pybus, D. (2009). *The impact of a global meeting curriculum on the tourism industry*. In L. Lowry (Ed.), *Proceedings of the 2009 Annual International Society of Travel and Tourism Educators (ISTTE) Conference, October 15-17, 2009, in San Antonio, Texas (Vol. 21, pp 346-349)*. St. Clair Shores, MI: International Society of Travel & Tourism Educators.

Curriculum & Program Development

Tuma, L. (2009, February). *Global Certificate in Meeting Business & Events I (GCMBE). Meeting Professionals International*. Dallas, TX: MPI Press. Modified three existing courses, developed one new course and authored corresponding ancillaries and instructor manuals for the international certification program.

- Chapter 1: The Business of Meetings: Meetings 101
- Chapter 7: Registration & Housing
- Chapter 9: Audio-Visual Basics and The Supply Chain Management
- Chapter 12: Event Marketing

Tuma, L. (2008, November). *Global Certificate in Meeting Business & Events I. Meeting Professionals International*. Dallas, TX: MPI Press. Developed four new courses and authored corresponding ancillaries and instructor manuals for the international certification program.

- Chapter 2: The Business of Meetings: Meetings 101
- Chapter 5: Evaluating the Value & Impact of Meetings
- Chapter 9: Audio-Visual Basics
- Chapter 11: Event Marketing

Mid-Michigan Community College, Department of Occupational Studies, Harrison, Michigan, 2007. Developed three 27-credit interdisciplinary certificate programs that focus on the protection and management of electronic records and information.

- Records Information Management Certificate Program - 27 credits
- Medical Office Secretary Certificate Program - 27 credits
- Legal Office Secretary Certificate Program - 27 credits

Mid Michigan Community College, Department of Occupational Studies, Harrison, Michigan, 2007. Developed a business course that teaches records management, medical communications, and professionalism.

- Medical Office Procedures Course, BIS 255 - 3 credits

Contracts, Grants and Sponsored Research

Tuma, L., *Professional Development Grant*, Funding to attend the International Journal of Arts & Sciences (IJAS) *National Conference for Academic Disciplines*, University of Nevada Las Vegas, \$750.00 (March 6-10, 2011).

Tuma, L., *Faculty Research and Creative Endeavors (FRCE)*, Funding for the presentation of original research conducted at Central Michigan University at the 2010 Annual International Society of Travel and Tourism Educators (ISTTE) Conference. Sponsored by Office of Institutional Research, Central Michigan University, \$1,000.00 (October 18-22, 2010).

Tuma, L., *Faculty International Development Grant (FIDG)*, Funding for travel to Cannes to develop study abroad experience for Central Michigan University students at the International Film Festival in Cannes, France. Sponsored by Office of International Education, Central Michigan University, \$1,800.00 (May 8, 2010 - May 15, 2010).

Tuma, L., *Professional Development Grant*, Funding for development of two educational side-trips for Central Michigan University students participating in the Cannes International Film Festival in Cannes, France and development of digital media marketing piece for the Office of International Education. Sponsored by Faculty Center for Innovative Teaching, Central Michigan University, \$750.00 (May 8, 2010 - May 15, 2010).

Pybus, D., *Graduate Recruiting Fund*, Funding for online social networking project. Sponsored by Provost Office, Central Michigan University, \$1,500.00 (January 2010). (Consultant).

Tuma, L., *Professional Development Grant*, Funding to attend the 'World Education Congress' in Salt Lake City, UT. Sponsored by Faculty Center for Innovative Teaching, Central Michigan University, \$300.00 (July 11, 2009 - July 14, 2009).

Tuma, L., *Professional Development Grant*, Funding to attend 'The Teaching Professor' conference in Washington, DC. Sponsored by Faculty Center for Innovate Teaching, Central Michigan University, \$750.00 (June 5, 2009 - June 7, 2009).

Tuma, L., *Michigan Baseball Foundation Grant*, Funding to host the 2008 Department of Recreation, Parks, and Leisure Services Department Intern Seminar. Sponsored by The Great Lakes Loons, \$1,000, (October 2008).

Tuma, L., *Michigan Industry & Economic Engagement Fund: The Michigan Initiative for Innovation and Entrepreneurship*, Funding to develop *Event Management Center*. Sponsored by State of Michigan, \$37,500 (2008) (not funded).

Tuma, L., *MC² Campus Community Grant*, Funding for students to attend Dave Ramsey LIVE! Sponsored by Mid Michigan Community College, \$2,200 (February 2007).

Awards/Nominations

Central Michigan University Excellence in Teaching Award, (nomination) 2010-2011.

Senior Cadre of International Instructors, Meeting Professionals International (MPI), Fall 2009.

K. Patricia Cross Future Leaders Award, Association of American Colleges & Universities, (nomination) Fall 2009.

Award of Recognition, Michigan Meeting Professionals International (MMPI), Summer 2009.

Excellence in Teaching Award, Kaplan University, Fall 2008.

Excellence in Teaching Award, Kaplan University, Summer 2008.

K. Patricia Cross Future Leaders Award, Association of American Colleges & Universities, (nomination) Fall 2008.

Faculty Excellence Award, Mid Michigan Community College, (nomination) 2007.

Faculty Excellence Award, Mid Michigan Community College, (nomination) 2006.

Catapult Award for Outstanding Performance in Education, Las Vegas, Nevada, 2005.

Award of Recognition for Commitment to Education, Congressman Jon Porter, Las Vegas, Nevada, 2004.

Conferences

International Society of Travel and Tourism Educators (ISTTE) Conference, October 2010, on Board Carnival Cruise Line's Paradise.

International Society of Travel and Tourism Educators (ISTTE) Conference, October 2009, in San Antonio, Texas.

World Education Congress, Meeting Professionals International, Las Vegas, Nevada, August 2008.

Michigan American Council on Education, Michigan State University, Lansing, Michigan, 2007.

Trends in Occupational Studies, Michigan Community College Educators, Grand Rapids, Michigan, 2006.

Professional Development

Harvard Business School, Art and Craft of Discussion Leadership II, Boston, Massachusetts, (exp. June 2011).

Walden University Teacher Leadership Residency, Arlington, Virginia, April 2008.

Harvard Business School, Art and Craft of Discussion Leadership I, Boston, Massachusetts, June 2007.

Associations

Executive Board, International Society of Travel and Tourism Educators (ISTTE), 2009-present.

Member, National Association for Multicultural Education (NAME), 2009-2010.

Associates Program, Association of American Colleges & Universities (AACU), 2008-present.

Member and Ambassador, Meeting Professionals International (MPI), 2008-present.

Task Force Member, Meeting Professionals International (MPI), 2008-2009.

Member, Association for Career and Technical Education (ACTE), 2007-2008.

Book Reviews

Bladen, Nick Wilde, James Kennell and Franc Avila, *Events Management*, Routledge Books, Abington, Oxfordshire, UK, 2009.

UNIVERSITY SERVICE

Committees (Present)

Executive Board, International Society of Travel & Tourism Educators (ISTTE), 2010-present.

Chair, First-Year Experience (FYE) Advisory Board, Central Michigan University, 2008-present.

Women's Advisory Council to the First Lady, Central Michigan University, 2008-present.

Committees (Past)

Multicultural and Diversity Education Council, Central Michigan University, 2009-2010.

CMU College of Education and Human Services Grand Opening Event Committee, 2009.

Chair, CMU College of Education and Human Services (RPL) Undergraduate and Graduate Curriculum Goals Committee, 2008-2009.

Presidential Interview Selection Committee, Mid Michigan Community College, 2007.

Faculty Mentoring Program, Mid Michigan Community College, 2006-2007.

Distance Education Committee, Mid Michigan Community College, 2006-2007.

Alumni Association Committee, Mid Michigan Community College, 2006-2007.

Academic Quality Improvement Planning Committee, Mid Michigan Community College, 2006.

Status of Women Subcommittee, University of Nevada, Las Vegas, 2004-2005.

Professional & Administrative Institutional Council, Central Michigan University, 2002-2004.

Student Committees & Internships

Committee Member, (Thesis), Michael Carson – Balanced Scorecard Continuous Improvement Model, Ferris State University, 2008.

Supervisor, (Internship), Melissa Onstott – Hospitality Services Administration, Central Michigan University, 1996.

Supervisor, (Internship), Mary Weiss – Hospitality Services Administration, Central Michigan University, 1995.

Supervisor, (Internship), Katherine Wasko – Hospitality Services Administration, Central Michigan University, 1994.

Supervisor (Internship), Marcy Dault, Contracting Business with Industry – Mid Michigan Community College, 1994.

Student Service Activities

Assisted the Universities Allied for Essential Medicine (UAEM) student group with development of presentation for the Vice Provost of Research and the Policy Writing Committee, 2009.

Assisted the Michigan Recreation and Park Association (MRPA) student group with development of “Facebook” presentation for National MRPA Conference, 2009.

Facilitated strategic planning event for Meeting Professionals International (MPI) Registered Student Organization, 2009.

Founded and currently serve as faculty advisor for the Meeting Professionals International (MPI) Registered Student Organization, Central Michigan University, 2008-present.

Served as faculty marshal for graduation, Fall 2008.

Experiential Learning Activities

Coordinated a faculty-led study abroad experience to Cannes, France (Cannes International Film Festival: Hospitality and Event Management Program) for 15 students, 2011.

Served as faculty representative for student-led field experience at the Country Music Festival & Award Show, 2010, 2011.

Served as faculty representative for student-led field experience “Seminar at Sea” on board Carnival Cruise Lines, 2010.

Coordinated student trip to Chicago, Illinois (RPL 400c) to participate in a cultural “Devil in the White City Tour” and Blue Man Group, 2010.

Coordinated student trip to Detroit, Michigan (Comerica Park, Fox Theater, Hockey Town, and Joe Louis Arena) for 60 students, 2010.

Coordinated a volunteer student experience to Louisville, Kentucky (2nd Annual Louisville International Festival of Film) for 36 event management students, 2010.

Coordinated student trip to Chicago, Illinois (RPL 400c) to participate in a cultural experience and meet Anthony Bourdain of "No Reservations!" 2009.

Coordinated volunteer student experience to Louisville, Kentucky (Louisville International Festival of Film) for 30 event management students, 2009.

Coordinated student trip to Chicago, Illinois (McCormick Place, Soldier Field, Shedd Aquarium, The Chicago Theater, and Wrigley Field) for 52 students, 2009.

Coordinated student trip to Detroit, Michigan (Comerica Park, Fox Theater, Hockey Town, Cobo Hall, and Joe Louis Arena) for 60 students, 2008.

Coordinated student trip to Detroit, Michigan (Detroit Institute of Arts, Ford Field, Rooster Tail, Royal Park Hotel, and Detroit River Cruise) for 50 students, 2008.

Coordinated student trip to Grand Rapids, Michigan (Dave Ramsey LIVE!), a financial seminar for 52 business students, 2007.

Coordinated field trip to Grand Rapids, Michigan (The Gerald R. Ford Presidential Museum) in for 31 business students, 2007.

Coordinated field trip to the City of Mt. Pleasant Police Department for 30 business students, 2006.

Service Learning Activities

Coordinated a capstone serviced learning experience "Mystery at Cherry Hill" in Canton, Michigan that raised \$4,600 for the Lance Armstrong Foundation, 2009.

Coordinated a capstone service learning experience "Cruise the S.S. Scholar-Ship" in Canton, Michigan that raised \$2,300 for RPL student scholarships, 2009.

Coordinated a capstone service learning experience "Is Your Online Fingerprint Stealing Your Dream Job" for the Disney College Program using a \$1,000 grant from The Great Lakes Loons, 2008.

Coordinated a capstone service learning experience "The Amazing Race" in Mt. Pleasant, Michigan that raised \$1,400 for Big Brothers Big Sisters program of America, 2008.

Coordinated a capstone service learning experience "One Entrepreneur at a Time" in Mt. Pleasant, Michigan and produced the 1st Annual Inventors Conference using a \$6,000 grant from the CMU Labelle Entrepreneurial Center, 2008.

Coordinated a capstone service learning experience "A Vegas Exclusive" in Canton, Michigan that raised \$875 for the City of Mt. Pleasant Police Department Youth Services Unit, 2008.

Media Citations

Internships help mid-Michigan grads find jobs (2011, February). Vision Mid Michigan, Mt. Pleasant, Michigan.

CMU students help coordinate national music festival (2010, September). *The Morning Sun*, Mt. Pleasant, Michigan.

Meet Country: Career Development, Meeting Professionals International (2010, August). *OnePLUS Magazine*, Dallas, TX.

CMU MMPI students execute success of Louisville's International Film Fest (2009, December). *Michigan Meeting Professionals International*, Lansing, MI.

Future Jobs: Technology, Meeting Professionals International (2009, December). *OnePLUS Magazine*, Dallas, TX.

CMU students execute success of Louisville's International Film Fest (2009, October). *The Morning Sun*, Mt. Pleasant, Michigan.

34 Event Professionals of first batch graduate from QMDI, (2009, June). *Qatar Tribune*, Doha, Qatar.

Global Certificate in Doha, TTG Online (2009, May) Middle East and North Africa, Doha, Qatar.

Successful Global Certificate in Meetings Operations I training held for the third time in Doha. (2009, May). *Zawya of the Middle East*. Doha, Qatar.

Global Certificate in Meeting Operations I commences this week. (2009, February). *Arabian Modern Equipment Magazine*. Doha, Qatar.

Teachable Moments in Qatar. (2009, January). *College of Education Newsletter*. Mt. Pleasant, MI.

New Student Club at Central Michigan University. (2009, Winter). *Meeting Professionals International Newsletter*. Dallas, TX.

Workshop for Event Planners Begins. (2008, November). *The Gulf Times*. Doha, Qatar.

Global Certificate in Training Operations GCMO I conference commences this week. (2008, November). *Qatar MICE Development Institute Newsletter*. Doha, Qatar.

Satayut, L. (2008, October 10). CMU instructor set to train students in Qatar. *The Morning Sun*. Mt. Pleasant, MI.

Backus, K. (2007, December 12). MMCC offers first of a kind new business programs. *Vision Mid Michigan Website*. Mt. Pleasant, MI.