CLAIRE FLETCHER

DIVISION Academic Foundations/Student Success

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EDUCATION

MA University of Houston-Victoria, Counseling Psychology — May 2002
BS University of Houston-Victoria, Social and Behavioral Sciences — August 1991

COLLEGE TEACHING EXPERIENCE

The Victoria College, Victoria, Texas — June 2015 to Present
Adjunct Instructor, Academic Foundations

Face-to-Face and Online course to be taught:

- *Learning Frameworks – currently involved in design of online undergraduate course and scheduled to teach three online or F2F classes in the fall, covering the following topics: research and theory behind the psychology of learning, cognition, motivation, the factors that impact learning, and the application of learning strategies.

University of Houston-Victoria, Victoria, Texas — August 2008 to Present
Adjunct Instructor, School of Arts and Sciences

Face-to-Face and Online courses taught:

- *Introduction to Psychology: undergraduate course topics include learning, memory, sensation and perception, personality, life-span development, psychological basis of behavior, stress and health, psychological disorders, social psychology and research methods.
- *Statistics for the Social Sciences: undergraduate course topics include descriptive and inferential statistics used in the social sciences.
- Social Psychology – undergraduate course topics included social psychology research methodology, social cognition, social perception, the self in a social context, cognitive dissonance, attitudes, conformity, group processes, interpersonal attraction, prosocial behavior, aggression, prejudice, social psychology and health.
- Learning and Memory – undergraduate course topics included simple stimulus learning, classical conditioning, instrumental conditioning, verbal learning, memory, retention, encoding, storage and retrieval, spatial, motor-skill and implicit learning, individual differences in learning and memory.
- History and Systems – undergraduate course topics included psychology's history and the philosophical context, the physiological context, contributions of German psychology, Darwin's evolutionary thinking, American psychology pioneers, Gestalt psychology, the origins and evolution of Behaviorism, the history of the treatment of the mentally ill, the first practitioners of psychology, post-war psychology, and linking psychology's past with its present.

University of Houston-Victoria, Victoria, Texas — January 2002 to May 2003, 2006
Adjunct Instructor, School of Business Administration — August 2011 to May 2013, August 2015

Face-to-Face and Online courses taught:

- *Principles of Marketing – undergraduate course averaging 30 students per semester, covering the following topics - orientation to marketing, marketing strategies and planning, pricing, product development and management, promotion and channels of distribution, ethics in marketing practice and global marketing.

- Business Statistics – undergraduate course averaging 45 students per semester, covering the following topics - descriptive statistics, discrete probability distributions, continuous probability distributions, sampling and sampling distributions, interval estimation, hypothesis testing, simple linear regression, and multiple regression using Excel.

Coastal Bend College, Beeville, Texas — August 2006 to December 2014
Adjunct Instructor, Social Science and Humanities

Face-to-Face, Online, Distance Learning, and Hybrid courses taught:

- General Psychology – undergraduate course averaging 40 students per semester, covering the following topics: psychology as a science, research methods, biological basis of behavior, sensation and perception, states of consciousness, learning and memory, motivation and emotion, personality, intelligence, social psychology and psychological disorders.

- Human Growth and Development – undergraduate course averaging 70 students per semester (2 sections), covering the following topics: biological and genetic influences on development, family and external influences on development, physical, cognitive, and psychosocial development from birth to late adulthood.

OTHER WORK EXPERIENCE

Coastal Bend College, Beeville, Texas — February 2005 to August 2014
Office of Institutional Research

Developing research designs to evaluate grant initiatives from Achieving the Dream (Lumina Foundation) and the Developmental Educational Initiative (Gates Foundation), writing and submitting annual reports to grantors and Coastal Bend College administration.

- Statistical measures and data collection for in-house reports, the Coordinating Board, and the U.S. Department of Education
- Conducting focus groups and designing surveys (paper and online), report writing for college and some outside groups.
- Providing technical service and training on the use of data to college personnel.
- Organizing and presenting research-based information, analysis, and interpretation orally for the Board of Trustees.
- Ad hoc reports as requested, developing and maintaining data warehouse, and using available computer software to obtain requested information and statistics.

University of Houston-Victoria, Victoria, Texas — September 2001 to May 2005
Graduate Research Assistant, Dr. Joseph Ben-Ur

A Marketing Poll: An Innovative Approach to Prediction, Explanation and Strategy. European Journal of Marketing. Joseph Ben-Ur and Bruce I. Newman (2010).

Motives, Perceptions and Voting Intention of Voters in the 2000 U.S. Presidential Election. Psychology & Marketing. Authors: Joseph Ben-Ur and Bruce I. Newman (2002).

- Adaptation of polling instrument to online format (2010 article)
- Instrument design
- Formatting and creating charts and graphics, minor editorial work

PROFESSIONAL PRESENTATIONS & PUBLICATIONS

Opt, S., Loffredo, D.L., Knowles, L., and Fletcher, C.W., "College Students and HIV/AIDS: A Comparison of Nontraditional and Traditional Student Perspectives." Journal of American College Health, vol. 56, no. 2, pp. 165-174.

PROFESSIONAL SERVICE

Team Member — October 2010 to May 2013
Texas Developmental Education Initiative
Building a Statewide Culture of Evidence Leadership Team