Professor Kevin W. Tharp, Ph.D.
Curriculum Vita

Kevin W. Tharp, LLC

Incorporated 8/25/2017
Media company specializing in: Search Engine Optimization
Social Media
Innovation in Digital Content

University of Wisconsin-Stout Employment Details

UW-Stout Hire Date: 8/2008
Associate Professor: 2014
Tenure Date: 2015
Full Professor: 2020

Innovation

The introduction of something new

The hallmark of my time spent at Stout has been innovation. In the first Industry Advisory Committee meeting I attended for the ICT program in the fall of 2008, the industry professionals in the room made it clear that there was a gap in the knowledge of the recent college graduates from all schools related to what they called "web stuff". My entire time since has been dedicated to addressing that gap and developing programs that would prepare our graduates to step into the workforce with a multi-disciplinary understanding of how communication technology plays a pivotal role in the new way that business is conducted in a technology driven post-Internet world.

The revolutionary speed of change in the field has required an agile approach to scholarship and teaching, combining traditional and non-traditional methods and a constant process of introducing something new. Highlighted below you will see how this has resulted in a new academic major unique to UW-Stout, academic minors, courses, a research journal, and other publication options appropriate for the emerging field of digital marketing technology. These have been supported by an active and successful approach to securing external funding and gifts to support this innovation.

Program & Curriculum Development

Program Development & Administration
Bachelor of Science in Digital Marketing Technology (Online and On-Campus programs)

While this was the result of extensive collaboration, this is my baby. I was the driving force behind the development of this program, handling the documentation, meetings with constituents on campus, in industry, across the UW-System, and approval by the UW System Board of Regents. I was appointed the charter Program Director and held that role from the beginning until August 2019.

- Approved by Board of Regents June 2015.
- Program Director for BS in Digital Marketing Technology. Implemented online in 2015 and on campus in 2016.
- Enrollment in Spring 2019 was 70 students.

New Courses Developed

- DMT101 – Intro to Digital Marketing Technology (2016)

- ICT485/685 – Search Engine Optimization (2013)

- ICT475/675 – Dynamic Web Development (2013)

- DMT311/511 – Information and Communication Technology Analytics. (2009)

Teaching

Courses Taught (o=online, f=face-to-face, h=hybrid)
Dual numbered courses are undergraduate/graduate, courses numbered >500 are graduate

- ICT710 Learning Technology (o,h)
- DMT485/685 Search Engine Optimization (o,f,h)
- DMT475/675 Dynamic Web Technologies (o,f,h)
- DMT375/575 Web Dev. and Distribution (o,f,h)
- DMT311/511 ICT Analytics (o,h)
- ICT103 Information & Communications Technology (o,f) Lead Instructor 2009 – 2010.
- PHOTO204 Exploring Photo (f)
- DMT499 Independent Study (f,o)
- DMT349/449 Coop Experience (o)

Scholarship and Publication

This section is highly abridged. [A more complete listing of my publications is available here](#).

Director of Peer Reviewed Virtual Reality Art Exhibition

Tharp, K.W., Director. *Virtually Tilted: An Exhibition of Tilt Brush Artistry* (2019, October) A peer reviewed exhibition of Tilt Brush Art and Artistry presented by the Perceptive Reality Project. A virtual event where artists submitted Tilt Brush sketches, and works such as videos derived from those sketches,for peer review and exhibition. The exhibit leveraged Google Poly to allow exploration of the submitted artifacts with 6 degrees of freedom. Google Poly was shut down 6/2021 so the exhibition is no longer available. The documentation of the exhibit has been maintained at https://stoutmartech.com/wp/virtually-tilted/

Journal Editor

Editor of *Digital Marketing Technology Research Journal* http://journal.stoutmartech.com/ (2016-present)

- Tharp, K.W., Editor. *Digital Marketing Technology Research Journal*, Edition 4, Fall 2018/Spring 2019. https://stoutmartech.com/wp/issue/edition-4-fall-2018-spring-2019/

- Tharp, K.W., Editor. *Digital Marketing Technology Research Journal*, Edition 3, Fall 2017/Spring 2018. https://stoutmartech.com/wp/issue/dmtjournal-edition3/

- Tharp, K.W., Editor. *Digital Marketing Technology Research Journal*, Edition 2, Spring 2017. https://stoutmartech.com/wp/issue/dmtjournal-edition2/

- Tharp, K.W., Editor. *Digital Marketing Technology Research Journal*, Edition 1, Fall 2016. https://stoutmartech.com/wp/issue/dmtjournal-edition1/

Refereed Traditional Publications / Presentations

1. Tharp, K.W. and Isaacson, K. (2021). "Fostering Social Presence and Sense of Belonging in University Students by Creating an Extracurricular Online Community" as part of the "CSCL in Times of Crisis Webinar Series" sponsored by The Computer-Supported Collaborative Learning (CSCL) community of the International Society of the Learning Sciences (ISLS) together with the Network of Academic Programs in the Learning Sciences (NAPLeS). (https://www.isls.org/event/fostering-social-presence-sense-belonging/).
2. Tharp, K.W. (2019). "The Beast Watches the Map" in Virtually Tilted: An Exhibition of Tilt Brush Artistry.
3. Tharp, K.W. (2019). "Virtual Reality as a Pedagogical Tool for Course Content Creation". In Proceedings of Clute International Academic Conference on Education: Technology in Education. New York, New York.
4. Tharp, K.W. (2019, Aug. 4). "Virtual Reality as a Pedagogical Tool for Course Content Creation". Clute International Academic Conference on Education: Technology in Education. New York, New York.
5. Tharp, K.W. (2018, June 7). "Applying Virtual Reality to Learning in the Time You Have to Spend". Higher Education Innovation Summit 2018.
6. Tharp, K.W. (2018, May 3). "Virtual Reality as a Pedagogical Tool: An investigation into the process of creating learning content in virtual reality and extracting it for use in flat screen environments". University of Wisconsin-Stout.
7. Tharp, K.W. (2016, Sept. 28). "Engaging Social Media in Your Enterprise". 2016 Manufacturing Advantage Conference, Menomonie, WI.
8. Tharp, K.W. (2015, July 20). "A Framework for Visualizing Marketing Technologist Competencies" in "The first bachelor's degree in marketing technology launches this fall". Chief Marketing Technologist. Scott Brinker (ed). http://chiefmartec.com/2015/07/first-bachelors-degree-marketing-technology-launches
9. Tharp, K.W. (2013, July 22). "Using Google Analytics in Teaching Web Design." International Graphic Arts Education Association Annual Conference, Menomonie, WI.
10. Bogner, E., Tharp, K., & McManus, M. (2013). Bridging the Digital Divide in Dunn County, Wisconsin: A Case Study of NPO use of ICT. The Journal Of Community Informatics, 10(1). Retrieved from http://ci-journal.net/index.php/ciej/article/view/855
11. Galante, P., Tharp, K.W. (2012). "Preparing Student Sojourners for Cultural Immersion in Multiple User Virtual Environments." International Journal of Social & Organizational Dynamics in Information Technology. 2(3), 56-63. Doi:10.4018/ijsodit.2012070104
12. Howarton, R., Carlson, K., Stanislawski, D., Tharp, K.W. (2012, October 26). "Universal Design across the Curriculum: Lessons Learned from Hands-on Applications." International Society for the Scholarship of Teaching & Learning, Hamilton, ON, Canada
13. Tharp, K.W., Howarton, R., Wirtanen, D., Rodriguez, G., Ding, X. (2012, July 16). Applied Universal Design for Learning in STEM Education. 2012 ASQ STEM Agenda Conference, University of Wisconsin-Stout, Menomonie, WI. http://rube.asq.org/edu/2012/06/best-practices/applied-universal-design-for-learning-in-stem-education.pdf
14. Tharp, K.W. (2011, July 19) "Using social media to support interaction and quality of student experience", Pre-conference workshop, 2011 ASQ STEM Agenda Conference, University of Wisconsin-Stout, Menomonie, WI.
15. Tharp, K.W., Sveum, E., & Dahal, S. (2011, Nov. 12) "Assessing and Improving Integrated Software Literacy: Bridging the Gap between Perceived Student Skill Sets and Applied Skills in Microsoft Office", ATMAE 2011 Conference "Rethinking the Future", Cleveland, OH.
16. Tharp, K.W., Hills, L. (2004). "Digital Storytelling: Culture, media and community" in Using Community Informatics to Transform Regions. Marshall, S., Taylor, W. and Yu, Xing Huo (eds). Idea Group
17. Tharp, K., Dekkers, J. (2003). Realizing Self-Publishing on the Web: A Community Approach. In Proceedings of 5th International ITiRA - Information Technology in Regional Areas Conference 2003. Caloundra, Qld, AU December 2003

18. Tharp, K., Taylor, W., and Lloyd, S. (2002). The Promise of Wireless for Electronic Community Networking. In M.Gurstein and S.Finqueleivich (Eds) Proceedings Community Informatics Conference. Global Communities Networking Congress. 8-11 October, Montreal, Canada.
19. Donovan, R., Taylor, W., Tharp, K., Lloyd, S. (2002). Building a Community Using Email: A Case Study of a Community Group. In M.Gurstein and S.Finqueleivich (Eds) Proceedings Community Informatics Conference. Global Communities Networking Congress. 8-11 October. Montreal, Canada.
20. Tharp K. (2002) Online Community Networks For Enhancing Community Strength And Culture: A Way Forward? Proceedings of Information Technology in Regional Areas (ITiRA) Conference, Central Queensland University, Rockhampton Australia. 26-29 August 2002.
21. Donovan, R., Taylor, W., Gooley, L., and Tharp, K. (2002). The role of telecentres as builders of social capital. Proceedings of Information Technology in Regional Areas (ITiRA) Conference, Central Queensland University, Rockhampton Australia. 26-29 August 2002.
22. Donovan, R., Tharp, K., Lloyd, S., and Taylor, W. (2002). Email Based Mobilization - Parents to the rescue: A case study in a regional school. Electronic Networks - Building Community. Fifth Electronic Community Networking Conference, Monash University, Melbourne Australia. 3-6 July 2002. (CD-ROM)

Journal Articles (Non-refereed)

1. Tharp. K. (2001) "Hatching a Community Network Organization." NATOA Journal of Municipal Telecommunications Policy 9. Issue 1 Spring 2001: 9-11.
2. Tharp. K. (2000) "Novel Technologies Will Become Everyday Tools." Springfield Business Journal January 3, 2000: Pg. 6

Virtual Reality Content Gallery

Kevin W. Tharp Gallery on Poly. Gallery housing 22 exhibits, permits access to VirtualReality Content via a flat screen while still allowing 6 degrees of freedom to explore content. https://poly.google.com/u/0/user/5ydzwEQxGb2 **Google Discontinued the Poly Project on June 30, 2021. This content is no longer available via the web.

Video: YouTube Channel

Kevin W. Tharp (Founded 2009).

https://www.youtube.com/channel/UCVm9_v3AtDDu7E4_Ao8r2fw There are almost 500 videos in this channel. Channel has generated over 315k views and over 15k hours of watch time.

Key Playlists:
- Virtual Reality (40 Videos)
- Google Analytics (20 Videos)
- Responsive Design (17 Videos)
- Fireside Chats about SEO (6 videos)
- Using Database content in Website (11 Videos)

Personal Brand

- Kevin W. Tharp: Teaching and Learning about the Internet. https://kevinwtharp.com/
- Musings by Kevin W. Tharp: Thoughts along my journey. https://musings.kevinwtharp.com/
- Puttin' Up with DocT: A quirky hippy redneck view of the World
  - Blog: https://puttinupwith.kevinwtharp.com/
  - YouTube Channel: https://www.youtube.com/channel/UCn9uIFUlSzUkbPAoofAWUMg
  - Facebook Page: https://www.facebook.com/PUwithDocT/

Service

University

- Program Director, BS in Digital Marketing Technology (2015-2019)
- Faculty Senate, Senator representing Department of Communication Tech. (2011-2016) (2019-2021 Alternate)
- Stout Foundation Board of Directors, Faculty Senate Representative (2012-2016)
- Stout Alumni Association Board of Directors, Faculty Senate Representative (2012-2016)
- Social Media Ad-Hoc Committee to the Faculty Senate (2013)
- E-textbook Committee (2012 – 2013)
- Learning Community Faculty, The Google Generation (2011-2012)
- Faculty Senate Executive Committee, EAC (Chair 2011-2012), (Vice Chair 2010)
- BS Management Advisory Board (2010 – 2015)
- Second Life Institute – Nakotami Teaching and Learning (2009)

College:

- College Council, College of Arts, Communication, Humanities and Social Sciences – Digital Marketing Technology (2015-2019)
- Graduate Education Committee – CSTEM Representative (2012-2015)
- College Representative from CSTEM on Educational Activities Committee (2010 – 2012) Chair (2011-2012), Vice Chair 2010-2011, Member 2009-2010

Department of Communication Technology

- Personnel Committee (2014-2021), Chair (2017-2021)
- Faculty Senate Department Representative (2012 – 2016), Alternate (2019 - 2021)
- Search Committees: DMT, Chair (Spring 2016) Com Tech Dept., Chair (Spring 2013, Fall 2013, Fall 2014, Fall 2015, Fall 2016), ACT Dept (2009)

Thesis Advisement

- Peter Galante, *VIDEO ERGO COGITO: A Quasi-experimental Study of Teaching and Learning Visual Literacy, in Virtual Worlds.* Cardinal Stritch University (2010 – 2011)
- Heidi Decker-Maurer, *I Can Haz Rhetoric? How Image Macros and Memes Address Social Issues in an Age of Participatory Culture.* University of Wisconsin-Stout (Fall 2012)
- Nancy Chapko, *An Investigation into the Application of Universal Design for Learning Techniques by Wisconsin Technical College System Faculty and Staff.* University of Wisconsin-Stout (Spring 2012)

External Funding, Gifts and Grants

- Innovation Fund Grant (2020-2021). Teaching in the Digital World On-Boarding Guide
- UW-Stout Chancellor's Special Innovation Project (2019). Development of DMT Online Community.

- Thomson Reuters Web Development Fund established in the UW-Stout Foundation August 2013, secured $200,000 gift over 5 years for faculty support related to the creation of a Web Development Minor.

  Outcomes:

    o Creation of BS in Digital Marketing Technology – On Campus Program launched Sept. 2016

    o Creation of BS in Digital Marketing Technology – Online Program launched Sept. 2015

    o Creation of Minor in Web Technology – launched Sept. 2014

    o Creation of Certificate in Web Technology – launched Sept. 2014

- Raven Tools Ongoing Software Donation. Licenses valued at $100 per month per student averaging 25 students per semester (9/2018 – Present)
- Widen Digital Asset Management Enterprise System. Rolling donation of Enterprise Level license for UW-Stout to use for students in the classroom. (2017 – Present)
- Thomson Reuters Capital Donation – 2015. Donation of $51,000 to "outfit 6 instructors teaching online and hybrid with the computer and peripherals that will make them most efficient and effective at teaching in this environment".
- Thomson Reuters Digital Marketing Technology Scholarship – 2016. Donation of $64,000.
- Professional Development: Universal Design Across the Curriculum. Successful request for $4000 (2012).
- Applied for University of Wisconsin System / OPID 2012-2013 Wisconsin Teaching Fellows and Scholars Program (2012). Result: Alternate
- Universal Design in Education (2012). Awarded: $500 goods and services grant
- Curious Stout Innovator's (2012). Awarded $500 goods and services grant as result of being chosen as alternate in Wisconsin Teaching Fellow and Scholars Program.
- AmeriCorps VISTA grant "Bridging the technology gap amongst non-profit organizations in Dunn County". Co-author (2010)

Education

- Doctor of Philosophy in Communication (2005) Faculty of Informatics and Communication, Central Queensland University, Rockhampton, Queensland, Australia. Dissertation: "An Individual-Centered Approach to the Design and Implementation of an Online Community Network"
- Master of Arts in Communication (1992) Department of Communication, Missouri State University, Springfield, Missouri
- Bachelor of Arts in Communication (1987) Department of Speech Communication, State University of New York College at Cortland, Cortland, NY

Employment History

Current:
Professor, Digital Marketing Technology (2008 – Current)
    Department of Communication Technologies
    University of Wisconsin-Stout, Menomonie, Wisconsin
Owner, Kevin W. Tharp, LLC.
    Consulting business with a focus on Search Engine Optimization, Digital Marketing Analytics and Social Media Marketing. I have developed several content driven brands and projects including:

- "Puttin' Up with Doc T"
- "Koraverd the Unstruck",
- "Virtually Tilted – An Exhibition of Tilt Brush Artistry."
- "The Artistically Spoken Word" at the Mabel Tainter Theater.

Prior Employment

- Missouri University of Science and Technology, Rolla, Missouri
  - Information Architect (2004 – 2008),
  - Adjunct Instructor – Human Computer Interaction (2006-2008) Electronic Marketing Communications Department
- COIN Internet Academy, Central Queensland University, Rockhampton, QLD, Australia
  - Senior Research Officer (2001 – 2004)
- Ozarks Regional Information Online Network (ORION), Springfield-Greene County Library, Springfield, Missouri
  - ORION Coordinator (1994 – 2001)