

Melissa J. Beers, Ph.D.

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Education

Ph.D. 1997, Ohio University, Athens Ohio, Department of Psychology

Area: Experimental Psychology (Social)

M.S. 1995, Ohio University, Athens Ohio, Department of Psychology

B.S. 1992, The Ohio State University, Columbus Ohio, Department of Psychology

Professional Experience

The Ohio State University

Program Director, Introduction to Psychology and Introduction to Social Psychology courses June 2006 – present

- Manage and coordinate the Introduction to Psychology program, annual enrollment of 3,000 students; train and supervise approximately 30 graduate teaching associates (GTAs) who serve as instructors each academic year; manage and coordinate Introduction to Social Psychology course, annual enrollment of 500 students; train and coordinate approximately 10-12 GTAs and lecturers each academic year.
- Provide oversight and guidance for curriculum and course assessment, particularly for General Education (GE) program assessment; develop and implement professional development programs and training for graduate student instructors.
- Develop and teach undergraduate courses in Social Psychology, Statistical Analysis and Quantitative Measures, and undergraduate and graduate seminars in the Teaching of Psychology.

Lecturer/Senior Lecturer

September 2000 – June 2006

- Develop and teach undergraduate courses in Social Psychology, Research Methods, Statistical Analysis and Quantitative Measures (elementary and advanced), honors-level Introduction to Psychology and Social Psychology, and the Teaching of Psychology.

Strategic Research Group, Inc.

Research Scientist

June 2003 – August 2012

- Design, implement, and manage qualitative and quantitative research projects for program evaluation, public opinion polls, and employee and customer satisfaction studies; develop appropriate research methodologies and data collection tools (including sampling techniques, surveys, questionnaires, and interview/discussion guides) for clients in government, corporate, and not-for-profit settings; summarize, interpret, and report research findings to a variety of clients and project stakeholders, including the media and general public.

Paul Werth Associates

Research Manager

October 1998 – June 2003

- Designed and implemented quantitative and qualitative research to support strategic planning and communications planning for a wide range of clients including government agencies, associations, not-for-profit organizations, health care organizations, educational institutions, and private businesses.
- Developed appropriate research and methodologies and data collection tools (including sampling techniques, surveys, questionnaires and interview/discussion guides) to meet research objectives; managed projects and was responsible for analysis and reporting to project staff, clients, stakeholders, and the general public; worked with communications, public relations, and marketing professionals to identify research questions and to apply and integrate research findings into public relations/communications campaigns and media relations.

Ohio Department of Public Safety

Researcher and Statistical Consultant

September 1997 – October 1998

- Conducted traffic safety research for the Office of the Governor's Highway Safety Representative, including statewide observational and attitude surveys of driving behavior and safety belt usage; analyzed data and prepared technical reports.

- Developed community needs assessments and program evaluation plans, methodologies and analyses; developed research and data collection tools (sampling techniques, forms, surveys, and models); Accessed and analyzed state traffic crash records database.
- Advised public information officers on highway-safety related research issues and consulted with representatives from local agencies on highway-safety research issues.

Awards and Recognition

Mortar Board and Sphinx Faculty and Staff Recognition, 2005
 Department of Psychology Staff Excellence Award, 2013
 Mortar Board and Sphinx Faculty and Staff Recognition, 2014
 Student Life, Residence on Tenth Outstanding Faculty Award, 2014
 Office of Diversity and Inclusion Honors Award, 2016
 Disability Services Faculty Partner Recognition, 2016, 2017, 2018
 Ohio State University Campus Campaign, Lead Ambassador Award, 2017
 College of Arts and Sciences Outstanding Staff Award, 2018
 Ohio State University Campus Campaign Teamwork Award, 2018

Select Professional Service

American Psychological Association (APA) Committee on Associate and Baccalaureate Education (CABE) General Psychology Initiative (GPI) steering committee member, 2017-present.
 Society for the Teaching of Psychology (STP) Presidential Task Force on Restructuring the STP Graduate Student Teaching Association member, 2018
 APA CABE Model Teaching Competencies Badging Program Working Group (Co-chair) 2017
 Advisory Board member, Hub for Intro Psych and Pedagogical Research (HIPPR), 2016 – present
 Board of Directors, *PsychChamps*, 2018 - present
 Guest Editor, *Psychology Teaching and Learning*, special issue on Open Educational Resources (OER), 2018.
 Consulting Editor, *Scholarship of Teaching and Learning in Psychology*, 2016 – 2018
 Ohio Psychology Teaching Conference, Steering Committee Co-Chair, 2018
 Ohio Department of Higher Education, Transfer Assurance Guideline faculty panelist, 2016
 Ohio State University, Digital Flagship Educator Cohort member, 2018
 Ohio State University, Campus Campaign University Council Member, 2015 – present
 Ohio State University, Department of Psychology, Development Committee (Co-chair) 2017 – present
 Ohio State University, Department of Psychology, Undergraduate Studies Committee Member 2017-present
 Ohio State University, Second-Year Transformational Experience Program (STEP) Faculty Mentor, 2015 – 2018
 Ohio State University, LMS Advisory Committee Member, 2015 – 2017
 Ohio State University, Learning Management System (LMS) Selection Committee, 2014
 Ohio State University, Buckeye Book Community Selection Committee, 2014 – 2017

Publications

- Chew, S., Halonen, J., McCarthy, M., Gurung, R., Beers, M., McEntarffer, R., and Landrum, E. (2018). Practice What We Teach: Improving Teaching and Learning in Psychology. *Teaching of Psychology*, 45, 239-245, doi.org/10.1177/0098628318779264.
- Freis, S., Belding, J., Patton, K.P., and Beers, M.J. (2018). Meaningfully integrating psychology and writing: Lessons learned from a second-level writing course. In T. L. Kuther (Ed.), *Integrating Writing into the College Classroom: Strategies for Promoting Student Skills*. Retrieved from the Society for the Teaching of Psychology web site: <http://teachpsych.org/ebooks/>
- Beers, M. & Kraft, N. (2018). Integrating Academic Skills and Digital Literacy Training. In R. J. Harnish, K. R. Bridges, D. N. Sattler, M. L. Signorella, & M. Munson (Eds.). *The Use of Technology in Teaching and Learning*. Retrieved from the Society for the Teaching of Psychology web site: <http://teachpsych.org/ebooks/>

- Beers, M.J. and Apple, K.J. (2015). Advising students interested in social psychology. In J. Irons & R Miller (Eds.) *Academic advising: A handbook for advisors and students volume 2: A guide to the sub-disciplines*. Retrieved from the Society for the Teaching of Psychology web site: <http://teachpsych.org/ebooks/academic-advising-2015-vol2>.
- Beers, M.J., Hill, J. C., Thompson, C.A., & Tran, P. (2014). Graduate Training in the Teaching of Psychology: Essential Skills for New Instructors. *Pratiques psychologiques*, 20, 181–196.
- Beers, M., Hill, J. C., & Thompson, C. A. (2014, April). Plunging into pedagogy: Some practical advice for graduate teacher training. In W. Altman, L. Stein, & J. R. Stowell (Eds.), *Essays from E-xcellence in Teaching* (Vol. 14, pp. 9-13). Retrieved from the Society for the Teaching of Psychology Web site: <http://teachpsych.org/ebooks/eit2014/index.php>.
- Beers, M.J., Belding, J., and Mehling, M. (2014). Principles and Practices of Graduate TA Training at The Ohio State University. In J. N. Busler, B. C. Beins, & B. Buskist (Eds.) *Preparing the New Psychology Professoriate: Helping Graduate Students Become Competent Teachers*, 2nd ed. Retrieved from the Society for the Teaching of Psychology web site: <http://teachpsych.org/page-1862898>.
- Beers, M., Hill, J. C., and Thompson, C. (2012). *The STP Guide to Graduate Training Programs in the Teaching of Psychology* (2nd ed.). <http://teachpsych.org/ebooks/gst2012/index.php>.
- Apple, K.J. and Beers, M.J. (2007). The power of the situation. In R. Gerrig (Ed.), *The Psychology of Survivor*. Dallas, TX: BenBella
- Beers, M.J. and Apple, K.J. (2006). Intergroup conflict in the world of Harry Potter. In N. Mulholland (Ed.) *The Psychology of Harry Potter*. Dallas, TX: BenBella.
- Lassiter, G. D., Beers, M. J., Geers, A. L., Handley, I. M., Munhall, P. J., & Weiland, P. E. (2002). Further evidence for a robust point-of-view bias in videotaped confessions. *Current Psychology: Developmental, Learning, Personality, Social*, 21, 265-288.
- Lassiter, G. D., Geers, A. L., Munhall, P. J., Handley, I. M., Beers, M. J. (2001). Videotaped Confessions: Is Guilt in the Eye of the Camera? Zanna, M.P. (Ed.) *Advances in Experimental Social Psychology*, 33, 189-254.
- Lassiter, G.D., Geers, A. L., Apple, K. J., & Beers, M. J. (2000) Observational Goals and Behavior Unitization: A Re-examination. *Journal of Experimental Social Psychology*, 36, 649-659.

Presentations and Workshops

- Beers, M.J. (2018, July). Community, Collaboration, and Teaching Psychology. Closing session at the Ohio Psychology Teaching Conference, Columbus, OH.
- Beers, M.J., Hudson, D., and Whisenhunt, B. (2018, June). Teaching Difficult Concepts: Five New Demonstrations for Introduction to Psychology. Presentation at the Duke Psychology One Conference, Durham, NC.
- Beers, M.J. (2018, June). Shifting Gears: How to Rescue a Course Gone Wrong. Presentation at the Eastern Teaching of Psychology Conference, Staunton, VA.
- Beers, M.J. (2018, May). Let's Talk About Teaching: How to Explore your Options and Prepare for a Teaching-Focused Job. Presentation at the APS-STP Teaching Institute, 30th Annual Convention of the Association for Psychological Science, San Francisco, CA.
- Beers, M.J., Hartman, D., Maynell, L., and Duffy, A. (2018, May). Test Banks Without Borders: A New Direction for Open Source. Presentation at the OSU Innovate Conference, Columbus, OH.
- Beers, M.J., Hartman, D., and Wilson, A. (2018, May). Better Together: Collaboration to Create More Inclusive Exams. Ohio State University Academy of Teaching Conference, Columbus OH.
- Beers, M.J. and Landrum, R.E. (2018, January). Keeping it Real: Creating Assignments that Prepare Students for Life After Graduation. Participant Idea Exchange at the National Institute on the Teaching of Psychology conference, St. Petersburg, FL.
- Heath, J. and Beers, M.J. (2018, January). Creating and Responding to Writing Prompts in Psychology Courses. Participant Idea Exchange at the National Institute on the Teaching of Psychology conference, St. Petersburg, FL.
- Bell, Z. and Beers, M.J. (2018, January). Preparing our Students to Defend Psychology and Educate the Public. Participant Idea Exchange at the National Institute on the Teaching of Psychology conference, St. Petersburg, FL.
- Beers, M. J. (2017, September). Making Assessment Meaningful. Invited workshop at the Ursuline Center for Teaching and Learning Institute, Brescia University, Owensboro KY.
- Cravens-Brown, L. and Beers, M.J. (2017, August). Beyond the Content: Community & Belongingness in the Active Learning Classroom. Presentation at the International Forum on Active Learning Classrooms, Minneapolis, MN.

- Beers, M. Bell, Z., and Rohdieck, S. (2017, May). Back to the Drawing Board: Course Design in Active Learning Spaces. Presentation at the Ohio State University, Innovate Conference, Columbus, Ohio.
- Beers, M. (2017, January). Get to the Point: The Paramedic Method for Writing Concisely. Invited "Teaching Slam" presentation at the National Institute on the Teaching of Psychology conference, St. Petersburg, FL.
- Beers, M.J., Cavazos, J.T., and Eggerman, J. (2017, January). How to Survive (and Thrive) When Your Institution Picks a New LMS. Participant Idea Exchange at the National Institute on the Teaching of Psychology conference, St. Petersburg, FL.
- Bell, Z. and Beers, M.J. (2017, January). Teaching as a Graduate Student (and Still Doing Everything Else Well Too). Participant Idea Exchange at the National Institute on the Teaching of Psychology conference, St. Petersburg, FL.
- Beers, M.J., and Nygren, T. (2017, January). Making Our Psychology Majors More Competitive in Today's Job Market. What Statistical Concepts Are Most Relevant for Them? Participant Idea Exchange at the National Institute on the Teaching of Psychology conference, St. Petersburg, FL.
- Beers, M. and Harris, K. (2016, July). Building Bridges: Teaching and Assessing General Education Learning Objectives. Presentation at the Stanford University Psych One Conference, Stanford, CA.
- Beers, M. and Kraft, N. (2016, May). Not so Native: Teaching students to use technology for academic good. Presentation at the Ohio State University, Innovate Conference, Columbus, Ohio.
- Beers, M. and Kraft, N. (2016, February). Not so Native: Teaching students to use technology for academic good. Presentation at the Ohio State University, Focusing on the First Year Conference, Columbus, Ohio.
- Beers, M. (2016, February). Our Differences in Common: Teaching and Assessing GE Learning Objectives. Presentation at the Ohio State University, Office of Academic Affairs 4th Annual Assessment Conference, Columbus, Ohio.
- Beers, M, Hill, J., and Thompson, C. (2016, January). Essential skills for new (and not-so-new) instructors. Invited presentation at the National Institute on the Teaching of Psychology (NITOP) conference, St. Petersburg, FL.
- Harris, K., Wilson, A., and Beers, M. (2016, January). Put Your Pencils Down: How to Implement Computer-Based Assessments. Poster presented at the National Institute on the Teaching of Psychology conference, St. Petersburg, FL.
- Wilson, A., Harris, K., and Beers, M. (2016, January). How Do You Know if Your Learning Objectives Are Met? Poster presented at the National Institute on the Teaching of Psychology conference, St. Petersburg, FL.
- Andrews, A., Beers, M., Isler, T., Kaylor, M., Matthias, K., Stringfellow, K., and Weimer, J., (2015, May). Proctoring and protecting academic integrity in and out of the classroom. Presentation at the Innovate conference, The Ohio State University, Columbus, OH.
- Beers, M., Lawrence, S., Stringfellow, K., Carpenter, A., and Muir, J. (2015, May). Strategies to align assessment across academic units. Poster presented at the Innovate conference, The Ohio State University, Columbus, OH.
- Beers, M. and Cravens-Brown, L. (2015, April). Using embedded testing and creating assessment assignments. Presented at the Ohio State University Annual Assessment Conference, Columbus, OH.
- Beers, M., and Nygren, T. (2015, January). Pedagogical Skills for New Instructors of Statistics Courses. Participant Idea Exchange at the National Institute on the Teaching of Psychology conference, St. Petersburg, FL.
- Hill, J., Thompson, C., and Beers, M. (2015, January). Classroom observation rubrics as a measure of essential pedagogical skills in graduate teaching associates. Poster presented at the National Institute on the Teaching of Psychology conference, St. Petersburg, FL.
- Hill, J. Thompson, C. Tran, J., and Beers, M. (2014, January). Essential pedagogical skills for first time graduate instructors in psychology. Poster presented at the National Institute on the Teaching of Psychology conference, St. Petersburg, FL.
- Mehling, M., Derry, H., and Beers, M. (2014). General education course objective assessment development: A professional development paradigm. Poster presented at the National Institute on the Teaching of Psychology conference, St. Petersburg, FL.
- Thompson, C. Beers, M. Hill, J. Tran, P. (2014). So many skills, so little time: What are the most important teaching skills for TAs to develop during grad school? Participant Idea Exchange at the National Institute on the Teaching of Psychology conference, St. Petersburg, FL.
- Beers, M. and Paulsen, A. (2014) What's working in assessment? Participant Idea Exchange at the National Institute on the Teaching of Psychology conference, St. Petersburg, FL.
- Beers, M. and Nygren, T. (2013, January). Do as I say... but not as I test: How can statistics courses incorporate more contemporary trends in data analysis? Participant Idea Exchange at the National Institute on the Teaching of Psychology conference, St. Petersburg, FL.

- Thompson, C.A. and Beers, M. (2012, January). Be Prepared versus Sink or Swim: Should Training in Pedagogy be Mandatory for Graduate TAs? Participant Idea Exchange at the National Institute on the Teaching of Psychology conference, St. Petersburg, FL.
- Hill, J. Thompson, C.A., and Beers, M. (2012, January). The Challenges of Development and Implementing Coordinated Programs for Undergraduate Psychology Courses. Participant Idea Exchange at the National Institute on the Teaching of Psychology conference, St. Petersburg, FL.
- Edwards, K. Armstrong, E., and Beers, M. (2011, March). Educational Explorations of Technology. Presented at the Digital Media, Social World Conference, Ohio State University.
- Edwards, K. Armstrong, E., and Beers, M. (2011, January). To Tweet or not to Tweet: Is E-Mail for “Old People”? Strategies and Tactics for Communicating with our Students. Participant Idea Exchange at the National Institute on the Teaching of Psychology conference, St. Petersburg, FL.
- Chowdhury, M. and Beers, M. (2011, January). Opening our Minds to Open Source: How do Open Source Course Materials Impact Student Learning? Poster presented at the National Institute on the Teaching of Psychology conference, St. Petersburg, FL.
- Beers, M. and Carr, K. (2011, July). Evaluation Reporting. Presented at the Annual Ohio Healthy Communities Grantee meeting, Columbus, OH.
- Beers, M. and Clark-Hammond, G. (2011, April). Connections: A Tale of Two Residential Family Treatment Programs. Presented at the Family Connections conference for Discretionary Grants, Children’s Bureau, Washington, D.C.
- Beers, M. and McGlone, M. (2010, July). SummerQuest: Twelve Weeks of Therapeutic Intervention for Children of Alcoholic and Addicted Parents Currently in Long-Term Treatment. Presented at the Addictions Institute, Columbus, OH.
- Beers, M. (2010, February). Putting Evaluation to Work. Presented at the Annual Ohio Healthy Communities Grantee meeting, Columbus, OH.
- Furlong, E. and Beers, M. (2009). Engineering E-learning: The importance of transparent structure in online courses. Poster presented at the Eastern Teaching of Psychology conference, Stanton, VA.
- Beers, M. and McGlone, M. (2009, April). Designing, Implementing, and Evaluating a Summer Program for At-Risk Youth. Presentation at Johns Hopkins National Conference on Summer Learning, Chicago, IL.
- Beers, M. and Carr, K. (2006, October). Effective Practices for Reaching At-Risk Students in Ohio’s Schools of Promise. Presentation at the annual conference of the Ohio Association of Administrators of State and Federal Education Programs (OAASFEP), Columbus, Ohio.
- Carr, K. and Beers, M. (2004, September). 2002 National Recreational Boating Survey: Review of Findings. Presented at the 45th annual meeting of the National Association of State Boating Law Administrators, Chattanooga, TN.
- Handley, I. M., Beers, M. J., Lassiter, G. D., & Myers, M. A. (1999, June). Counterstereotypic-information and attitude change: Support for aversive racism theory. Presented at the meeting of the American Psychological Society, Denver, CO.
- Lassiter, G. D., Geers, A. L., Munhall, P. J., Beers, M. J., Handley, I. M., Santuzzi, A. M., & Leafgren, M. (1998, May). Does directing attention to content eliminate the videotaped confession bias? Presented at the meeting of the American Psychological Society, Washington, DC.
- Beers, M. J., Lassiter, G. D., Zerbst, J., & Wolfe, C. (1997, May). Speed of speech as a differential credibility cue in persuasion. Paper presented at the annual meeting of the Midwestern Psychological Society, Chicago.
- Beers, M. J., Apple, K. J., & Alicke, M. D. (1997, May). The consequences of being outperformed by an outgroup member. Paper presented at the annual meeting of the American Psychological Society, Washington, DC.
- Lassiter, G. D., Beers, M. J., & Geers, A. L. (1997, March). Does deliberation reduce the videotaped confession bias? Paper presented at the annual meeting of the Southeastern Psychological Society.
- Lassiter, G. D., Zerbst, J., Alleman, T., and Beers, M. J. (1996, October). Attitude-behavior consistency: Whom reasons analysis benefits. Paper presented at the annual meeting of the Society of Experimental Social Psychologists, Sturbridge, MA.

Professional Research Experience

Directed, Co-directed, and Managed Research Projects for:

- US Department of Health and Human Services, Children’s Bureau
- United States Pacific Command

Ohio Department of Job and Family Services
Ohio Department of Education
Ohio Department of Health
Ohio Environmental Protection Agency
Ohio Department of Public Safety
Ohio Department of Transportation
United Way of Central Ohio
Ohio Chamber of Commerce
Ohio Manufacturer's Association
American Psychological Association
Amethyst, Inc.
Kettering Foundation
KnowledgeWorks Foundation
City of Columbus, Ohio
Educational Service Center of Central Ohio
The Ohio State University
Chemical Abstracts Service

Selected Research and Technical Reports

Project KEY (Keep Engaging Youth) Truancy Reduction Evaluation Report. Prepared annually for the Educational Service Center of Central Ohio, 2009 – 2012.

Ohio's Cardiovascular Health Program, 2005-2009. Technical report prepared for the Ohio Department of Health, 2013.

The Connections Project: Report to the Children's Bureau. September 2010 – November 2012 for the Family Connections Discretionary Grants program on behalf of Amethyst, Inc.

Creating Healthy Communities Case studies, success stories, and program impact. Prepared for the Ohio Department of Health, Creating Healthy Communities Program, 2011 - 2012

Report on the findings of an evaluation of the Ohio Early Learning Initiative, 2006-2007. Prepared for the Ohio Department of Education with Kathleen Carr and Kristen Heimdal.

An Evaluation of the Capacity Building Initiative: Immigrant and Refugee Organizations (2007). Prepared for the Capacity Building Initiative.

An Evaluation of Ohio's 21st Century Community Learning Centers (2005). Prepared for the Ohio Department of Education, with Dr. Kathleen Carr and Dr. Maria Moore.

Hawaii Public School Survey, 2004 and 2005. Prepared for the United States Pacific Command, Hawaii Public Schools, and Joint Venture Education Forum, with Dr. Kathleen Carr and Dr. Alton Okinaka.

California Chinese Tobacco Use Survey, 2004. Analytical and Technical Report. Prepared for the Tobacco Control Section, California Department of Health, with Dr. Kathleen Carr, Dr. Moon Chen, and Tina Kassebaum.

California Korean Tobacco Use Survey, 2004. Analytical and Technical Report. Prepared for the Tobacco Control Section, California Department of Health, with Dr. Kathleen Carr, Dr. Moon Chen, and Tina Kassebaum.

An Outcome Evaluation of Ohio's Workforce Investment Act Program, 2004. Prepared for the Ohio Department of Jobs and Family Services, Office of Research, Assessment, and Accountability, with Dr. Kathleen Carr and Gina Felton.

National Recreational Boating Research Report, 2003. Prepared for the United States Coast Guard, Office of Homeland Security.

Americans Deliberate on Alcohol Abuse: A National Report, 2001. Prepared for Public Agenda and the National Issues Forums.

Ohio's Education Matters: KnowledgeWorks Foundation Annual Poll, 2000-2001 and 2001-2002.

The 1998 Observational Survey of Safety Belt Use in Ohio. Ohio Department of Public Safety, Office of the Governor's Highway Safety Representative.