*Curriculum Vita*

 **Maria T. Luskay**

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**Academic and Professional Profile**

* Created and increased enrollment by 35% in the MA in Communications and Media program, presented and approved by NYS. Successfully hired faculty, designed curriculum and enrolled first class of 2009.
* Developed BA in Communication and Communication Arts and Journalism program which has grown to over 150 Dyson students enrolled for 2011
* Created Dyson’s ‘Choice is Clear’ publicity campaign contributing to the School’s successful and increased enrollment.
* Edited Pace recruitment video that establishes Pace’s new campaign, Work Toward Greatness.
* Organize and direct yearly Connections in Communications event and all on-line social media tools on [Facebook for BA](https://www.facebook.com/groups/266948349991695/) and [MA,](https://www.facebook.com/groups/87537094706/) LinkedIn, [YouTube](http://www.youtube.com/user/marialuskay) and [Tumblr](http://communicateit.tumblr.com/) for Dyson.

 **Academic Experience**

**Pace University, DYSON COLLEGE OF ARTS AND SCIENCES**, Pleasantville, NY

Associate Professor, Department of Media, Communications and Visual Arts 2000- present

Program Director, MA in Media, Communications and Visual Arts 2009-present

Assistant Chair, Department of Literature and Communication Art 1997-2002

Acting Chair, Department of Literature and Communication Arts Fall 1998

Assistant Professor 1994-2000

Lecturer 1994-1998

Adjunct Lecturer 1991 *-*1994

**Courses Developed and Taught**

* ALL major courses and electives in MA in Media and Communication Arts: Writing for Organizations, Effective Speaking for Industry Professionals, Media Relations, International Communications, Industrial Media Production, Producing the Travel Documentary, Editing Aesthetics, Developing and Designing Effective Communication for the Web, Media Production for the Classroom, Law and Ethics in Professional Communication, Creative Writing for Media Professionals, Media Production I &II
* New Courses in BA in Media and Communication Arts: Screenwriting On-Line, Understanding the Mass Media On-Line, The Making of a Motion Picture (writing enhanced and honors), Producing the Documentary, Digital Editing Workshop 1 & 2, Service Learning Courses in Documentary and Corporate Video, Producing the Travel Documentary,

Creative Writing for the Broadcast Media, Advanced Production, Learning Communities, and various Independent Studies in Writing and Production, Through the Lens: Exploring Film and Photography, Wired to the World, The Chick Flick, From Script to Screen, Editing Aesthetics, Directing Seminar, The Cinematography of the Documentary

* Public Speaking On-Line Featured in Crain’s NY Business
* Pace Channel on YouTube, Google Video, and Vimeo to highlight all student work.

**Travel Courses**

* Producing the Travel Documentary: Produced documentaries with students in Brazil, Nassau, Costa Rica, Tuscany, The Netherlands, and Belize
* The Cinematography of the Documentary – Mugello, Italy
* Developed Blogs and Twitter for all Travel Journals featured on Pace Homepage, NY Times DotEarth Blog and various Pace brochures

**Program Development and University Media Production**

**Master of Arts in Media and Communication Arts**

* Researched, compiled and developed MA program, presented to NY State and approved 5/09
* Created all courses and syllabi for both core and elective courses
* Managed viral networking campaign to promote and advertise program
* Recruited, interviewed and hired new adjunct faculty
* Appointed Director of MA in MCA

**Bachelor of Arts in Communications and Communication Arts and Journalism**

* Researched and co-developed BA in Communication and Communication Arts and Journalism
* Developed undergraduate curriculum
* Researched local universities and colleges and surveyed communication experts for feedback and suggestions
* Developed and administered student surveys
* Provided market research plan and compiled application to NY State

**Pace Media and Communication Arts Department**

* Designed and streamed promotional videos for website
* Created YouTube Channel for MCA with link to homepage
* Originated Vimeo Channel with link to homepage
* Developed Department pages on Facebook and Tumblr for BA and MA
* Assisted with technology development and expansion of Media Lab

**Connections in Communications between Students and Professionals in MCA**

* Developed successful annual networking event for media professionals to interact and network with students
* Maintain alumni network and pages on Facebook and Linked In.

**Communications Internship Website**

* Produced, developed and maintain Blackboard website for students to search internships and employment opportunities in the Communications field
* Collaborate with Career Services Director to develop students, jobs and internships

**Dyson College –** [**“The Choice is Clear”**](http://www.youtube.com/watch?v=ZRjWi-aKngQ)

* Produced and directed liberal arts promotional video for the College of Arts and Sciences

**Pace University – Centennial 2006**

* Created special topics class in Advanced Production
* Managed students to write, produce and developed [**The March of Time**](http://youtu.be/eSWFxHW-ws8)**,** documentary on the history of the university; “The Graduate Management Program for Women” 30th anniversary reunion program and various university projects
* Directed students to shoot year-long centennial events
* Produced “Centennial Highlights” video culminating the year’s events utilized by the President of the University and Admissions to attract student interest and boost moral

**Industry Awards**

* **2010 Indie Short Film Competition Award** for ‘Documentary’ category, The Life of an American Ambassador, 2009, Producer
* **The March of Time, the History of Pace University, 2006, Best Documentary Winner,** Executive Producer
* **Finalist,** NY Festivals, 2000, Service Learning: Beyond the Classroom video, Executive Producer
* **Worldfest Houston Silver Award**, In Your Hands videofor the New York Foundation for Senior Citizens, Writer/Producer, 1996
* **Bronze Telly Award,** The People behind Your Light Switch video for Consolidated Edison and the NY City Public School System, Writer/Producer/Director, 1993

**Publications**

[Linda Thornton: Seeking Sustainability, One Shrimp at a Time](http://youtu.be/5haEZ2OFbrY), 2011, Producer,
Writer, Director.

[The Life of an American Ambassador,](http://vimeo.com/23454730) 2009, Producer – recipient of Best in Category Award Winner for the “Documentary” category of the **2010 Indie Short Film Competition**

[MA in Media and Communication Arts Promotional Video](http://www.youtube.com/user/marialuskay?feature=mhee#p/u/3/e-nS7-8S6xU), 2010, Producer

[Life at Pace](http://www.youtube.com/watch?v=PFWG_ZcccOo&feature=youtu.be), 2009, Editor

[BA in Media and Communication Arts, Promotional Video](http://www.youtube.com/user/marialuskay?feature=mhee#p/a/u/2/rICV7hKfdSc), 2009, Producer

[Pace University MCA Promotional Video,](http://www.youtube.com/watch?v=fXnGZ0N-e1U) 2008, Producer

[Social Media: Redefining Communication,](http://youtu.be/g6-sA-knHss) 2008, Producer

[Mugello: One Step Closer to Sustainability,](http://youtu.be/HWfqu5kUE7Y) 2007, Producer

[Mugello, Italy’s Untapped Gem,](http://youtu.be/XWN7uRo-wuU) 2007, Producer

[The Constitution Comes Alive](http://pace.edu/dyson/dyson-news/dyson-digital-digest/fall-2007/dyson-media), a documentary for Constitution Day, 2007, Producer

[Ecotourism: The Double Edged Sword,](http://youtu.be/vO2pNpl6T04) 2006, Producer

[The March of Time](http://youtu.be/eSWFxHW-ws8), the History of Pace University, 2006, North Castle Community Television, Best Documentary Winner, Executive Producer

*Service Learning: Beyond the Classroom,* Academic Exchange Quarterly, Fall 2002, v6, 3

**Editor**, *Focus on New York Media*, an on-line publication of the Media Communications Association International, Five times a year since Fall 2002

**Editor**, *New York Spotlight,* a publication of the Media Communications Association International, Quarterly since Fall 2000

**Consultant**: Expert in videotape tampering. Hired as an expert witness for case in Miami, Florida involving videotape used as evidence. My testimony proved that the tape was tampered with and the case was settled

**Finalist in NY Festival**, 2000 for Service Learning: Beyond the Classroom, 12 minute video, Executive Producer

The Pleasantville Cottage School Volunteer Recruitment, 1999, for The Jewish Child Care Association, 15 minute video, 1999, Executive Producer

Hudson River Environmental Legislation Project, 1999, for The Hudson Riverkeeper, 30 minute video Executive Producer/Writer

American Cancer Society - "A Celebration of Life", 1998, for the American Cancer Society, 15 minute video, Executive Producer

Cooperative Education/Career Services Overview, 1997, for Pace's Coop/Career Services Office, 15 minute video, Executive Producer

**1996 Worldfest Houston Silver Award**, In Your Hands,for the New York Foundation for Senior Citizens, 20 minute video, Writer/Producer.

The Dyson College Annual Fund, 1995, for Dyson College of Arts and Sciences, 20 minute video, Executive Producer

Anti-Graffiti Public Service Announcement, 1994, for New York City Mayor's Office/Claire Schulman, Queens Borough President, 60 second commercial, Writer/Producer/Director

ABC Survey for Gas Energy, 1994, for Consolidated Edison Natural Gas Division, 15 minute video, Writer/Producer/Director

Westchester Public Works: Bucket Truck Safety, 1994, for Westchester County Executive's Office, 20 minute video, Executive Producer/Writer

**1993 Bronze Telly Award**, The People behind Your Light Switch, for Consolidated Edison and the NY City Public School System, 20 minute video, Writer/Producer/Director.

Rapid Restoration, 1993, for Consolidated Edison Transmission Operations Department, 20 minute video, Writer/Producer/Director.

Edison Edition, 1992 - 1994, Consolidated Edison's Bi-Monthly Video News Magazine, Writer/Producer/Director/On-Camera Host/Reporter

**Conference Presentations**

*The Human Voice Beyond the Classroom,* presenting at Faculty Resource Network conference on
Emerging Pedagogies for the New Millennium, November 18-19, 2011.

*Teaching Public Speaking On-Line,* presented at Pace Tech Expo 2010, NY, November 3, 2010.

*Can Public Speaking Really Be Taught On-Line,* presented at Lilly Conference on College and University Teaching ", Washington, DC, June 4, 2010.

*Effectively Incorporating Technology Today: Teaching Public Speaking On-Line* presented at Lilly-East Conference on College and University Teaching, University of Delaware, Newark, Delaware, April 16, 2009

*Getting Connected with Students: Social Networking Skills,* presented at NEACEFE*,* New England Association for Cooperative Education & Field Experience, Plymouth, Massachusetts, October 2008

*Social Networking Skills,* presented at the Midwest Cooperative Education and Internship Association conference, New York, 2003.

*The Use of Video as a Tool for Service Learning and Experiential Education* presented at UNOPAR Universidad Norte do Parana`, Londrina, Brazil, March 2002

*Connections in Communications* presented at the Eastern Communication Association Conference, New York, NY, April, 2002

*Service Learning, Technology, and Communication Arts* presented at the National Society for Experiential Education Conference in San Antonio, Texas, October 2000

*Service Learning: Beyond the Classroom Videotape* presented at the NEH conference at Pace University, NY, May 2000

*Service Learning: Beyond the Classroom* presented at the Invisible College Conference – National Gathering for Service Learning Educators in Washington, DC, June 2000

*The Hudson River Environmental Legislative Project* presented at the Invisible College Conference - National Gathering for Service Learning Educators in Washington, DC, June 2000

*ADHD and the Ethics of Diagnosis: The Communication Process Between Parent and the Teacher* presented at The Ethics of Parenting Conference, New York, NY, February 1999

*Using Audio Visuals in Presentations*  presented at the Pharmaceutical Manufactures Association Conference, Arlington, Virginia, September 1990

**Academic Grants and Professional Development**

Teaching On-Line Certification Program, Pace University, March 2010 and January 2010

Avid Certification to teach Media Composer 101, December 2009

Granted Thinkfinity Initiative for Innovative Teaching, Technology and Research for the development of Media Production for the Classroom, Fall 2009

Granted Straus Thinking and Learning Center Grant for the development of “Through the Lens; Exploring Film-Making and Photography” learning community.

Awarded Dyson College grant for developing a Writing Enhanced course for core-requirement – The Making of a Motion Picture, 2005

Received Dyson College grant for developing a Learning Community, 2005

Granted Pace University Centennial Grant for writing, producing and directing Pace University Centennial Celebration Video, 2005

**Award Recipient, National Endowment of Humanities, Dyson College, 1999:**

* To develop an Alumni Database for the Department of English and Communications, Spring 2002
* To develop an internship website for English and Communications majors, Fall 2001
* To develop a documentary that defines service learning and the role of VIA PACE, Spring, 2000
* To develop and promote a documentary that highlights community education and student involvement, Fall 1999

**Academic Service**

* Advisor to WRPW Radio Station, 1994-2002
* Chaperoned student trip to California to attend Media Conference
* President's University committee on International Global Centers
* Search Committee for Vice President of Information Technology and Chief Information Officer
* Co-op/Career Service Presenter for six major seminars
* Attended every Pleasantville Open House for perspective students since 1994
* Attend and participate in Pace Accepted student days
* Cultural Diversity Committee
* Homecoming Committee
* Student Life Media Awareness Committee
* Technology Committee
* Writing Contest Committee
* Departmental TAPS Committee Member
* Member of Lit/Com Curriculum Committee
* Freshman Composition Committee
* Departmental Student Advisor
* Via Pace Service-Learning Speaker

**Professional Organizations**

* Media Communications Association International
* International Association of Business Communicators
* National Communications Association
* Women in Communications
* International Association of Broadcasters
* National Broadcasters Association

**Community Outreach**

* Internship liaison for Creative Bubble, New York and Pace University
* Editor - *Focus on* *New York Media News Magazine* for Media Communications Association International 2002-present
* Editor - *New York Spotlight News Magazine* for Media Communications Association International 2000-present
* Board of Directors - Media Communications Association International 2000- present
* Judge for International Television Association (ITVA) Video Festival 1992, 1993, 1994
* Judge for the New York Festival Video Awards 1993, 1994

**Professional Experience**

*Senior Writer/Producer*

**Consolidated Edison** - New York, NY 5/92–8/94

* Conceptualized, researched, and composed various programs for internal and external clients.
* Managed internal and external production personnel
* Oversaw project budgets ranging from $10,000 to $100,000
* On-Camera reporter for bi-monthly company news program
* Consultant for internal departments on video training needs

*Supervisor, Video Production Department*

**Lederle Laboratories/Division of American Cyanamid** - Pearl River, NY 6/91-5/92

* Managed the planning, development, and implementation of comprehensive video programs
* Developed annual departmental budget and chargeback system
* Produced and directed all in-house training and public relations video programs for all corporate, subsidiary, and client locations
* Directed and supervised both internal and freelance production staff
* Appraised, purchased, and maintained all video hardware for medical group facilities
* Interfaced with upper management develop and maintain video requirements.

*Senior Producer* 11/89-7/91

* Designed state of the art production facility.
* Established video internship program with local universities.

*Video Production Specialist II*  11/87-11/89

*Video Production Specialist*  11/86-11/87

*Communications Assistant*

**International Business Machines (IBM)** - White Plains, New York 7/85-11/86

* Conducted research and edited both internal and public relations newsletters for Group Executive and staff
* Edited press releases and corporate bulletins for internal and public distribution

**Education**

**Doctor of Education**

NOVA SOUTHEASTERN UNIVERSITY, Ft. Lauderdale, Florida

Awarded August 1998

**Master of Science in Communication Arts**

COLLEGE OF NEW ROCHELLE, New Rochelle, New York

 Awarded May 1990

**Management Certificate in Business Administration**

LONG ISLAND UNIVERSITY, Dobbs Ferry, New York

 Awarded June 1988

**Bachelor of Arts - Cum Laude in Literature and Communications**

PACE UNIVERSITY, Pleasantville, New York

 Awarded May 1985

**REFERENCES AVAILABLE UPON REQUEST**