

Curriculum Vitae

Melissa Diegnau, MBA

A Management, Marketing, & Communications Faculty

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Professional Excellence Summary:

- Innovative teacher, program leader, curriculum developer, faculty mentor, student advisor, an internship supervisor with over 18 years of experience at both two and four-year institutions with on-campus, on-line, ITV, hybrid, an accelerated course delivery expertise
- User of and mentor for multiple Learning Management Systems (LMS): Desire to Learn D2L (advanced user), Canvas (moderate user), Moodle and WebCT, (moderate user in mid-2000's)
- Analytics report interpreter, and raw data set user, that identifies barriers to student success, achievement gaps, and offer suggestions to college leadership regarding marketing, course tutoring, and program expansion
- Insightful student advisor that helps students match natural skills sets with program/degree choice and prepare an efficient graduation plan, while offering insight on being competitive to enter the work-world
- Impact-maker in academia and industry specializing in building relationships an exceeding personal goals and client/student/employer expectations
- Initiative taker that built a new sales territory into the 2nd most profitable region in less than two years for nationwide company; won several awards for exceeding company goals
- Leader chosen by management to train, hire, and mentor employees
- Point-person for business program that collected and created all program-level documentation to obtain ACBSP business program accreditation; obtained while working collaborative with faculty from three other programs pursuing simultaneous ACBSP accreditation
- Built program curriculum, which included researching 13 colleges, creating new courses, mapping six program offerings (one semester certificates, one and two-year diplomas, and two-year ACBSP accredited degree), developing all course descriptions, outcomes, and objectives

Current Academic Positions:

Minnesota State University, Mankato, MN (MNSU)

2006-08, June 17 Present

Aug. 2019-Present

- Assistant Professor Management & Student Success Data Analytics Outreach Coordinator, College of Business (COB), Full-time/Fixed-term
 - Teach all sections of BUS 295, Professional Preparation for Business Careers. This course is required of all COB majors and must be completed successfully in order to be accepted into the COB. It is in collaboration with industry partners, COB support staff, and MNSU departments in order to prepare students for future COB courses and to meet employer expectations
 - Successfully manage large sections (90-160) of students, as well as on-line courses to ensure the quality of material and consistency in all class sizes and platforms and to incorporate student feedback in the content and delivery
 - Receive outstanding teaching evaluations from nearly 300 COB students, each semester, noting my organization, promptness in student response, depth of understanding of content, detailed assignment feedback, and they noted they would me to teach more COB courses

- Strengthen area industry partner (IP) relationships and increased IP participation as guest speakers, panelists, an event participation by over 3:1
- Approve each student's academic plan for proper course sequencing, providing a clear path to graduation, and meeting COB entrance requirements
- Provide student success data analytic reporting to the COB Dean, COB leaders, such as department chairs, and other COB faculty/staff as needed offering insight on retention, student origin, and enrollment specifics for grant/research/collaboration applications
- Interpret analytic reports to identify barriers to student success, achievement gaps, and offer suggestions to COB leadership regarding marketing, course tutoring, and program expansion
- Assistant Professor Marketing/Management, College of Business, Full-time/Fixed-term
 - Successfully delivered all sections of BUS 295 as noted in first five bullets above.
 - Effectively delivered marketing courses and received outstanding teaching evaluations noting student appreciation for depth of what was learned in the course, organization, prompt and detailed feedback, and the request that I teach more COB courses
- On-line Adjunct Management and Marketing Faculty
 - Successfully delivered 200-400 level courses via traditional, hybrid, and on-line delivery
 - Courses included Human Resource Management, Principles of Management, Principles of Marketing, and IT Project Management
 - *Received excellent teaching evaluations*

Jan. 2019-May 2019

2006-2008, 2017, Aug. 2018-Dec. 2019

Riverland Community College, Austin/Albert Lea/Owatonna, MN

**On professional leave Jan. 2019-May 2020 to teach full-time for Minnesota State University, Mankato College of Business*

2003-Present

- Business and Office Faculty, Full-time
 - Program Advisor
 - Oversaw program course schedule to ensure correct course offering/sequencing
 - Contact for program 4-year articulation agreements with Winona State University
 - Minnesota Tech-prep high school articulation department representative
 - Researched accreditation options, gathered needed data, and prepared all program required documentation to obtain initial ACBSP program accreditation; continue to track and contribute data to maintain accreditation via ACBSP Quality Assurance reporting
 - Developed program curriculum
 - Advise students to ensure proper course sequencing and oversee transcript evaluations and course substitutions for program students
 - Supervise internships; build relationships with area employers for internship opportunities and curriculum feedback to ensure training relevancy and graduates are employable
 - Mentor high-school concurrent instructors to successfully deliver concurrent courses and maintain course integrity by ensuring course objectives are met
 - Participate in marketing opportunities to build new student relationships and promote the college and program

*2005-Present
2009-2013*

- Received QM certification for several business courses: Customer Relationship Management, Human Relations, Office Procedures, Business Communications II
- Supervisory Management Faculty
- General Business Faculty
- General Studies Faculty

2005-2015
2010
2003-Present

Iowa Lakes Community College, Estherville, IA

- Speech Communications, Online Adjunct Faculty
 - Per teaching evaluations, effectively deliver Fundamentals of Oral Communications using Canvas LMS to both traditional and PSEO students throughout Iowa

Aug. 2017-Present

Quality Matters (QM), Annapolis, MD

- Certified QM Peer Course Reviewer
 - After receiving QM certification for several courses, completed course allowing me to review on-line courses for colleges across the nation to determine if they meet QM standards including by assessing for content alignment and measurability of assignments →chapter objectives→course objectives→college objectives and student accessibility
 - Peer Reviewer and Subject Matter Expert in management, sports management, career exploration, and communication course reviews

May 2017-Present

Past Academic Positions:

South Central Community College, Mankato, MN

Aug. 2018-May 2018

- Adjunct Speech Communications Faculty
 - As personal/professional schedule permits, successfully offer on-campus Fundamentals of Public Speaking
 - Per student teaching evaluations successfully delivered this course allowing students to reduce their fear of public speaking and develop tools to deliver an effective presentation/message in a class or business setting

Presentation College

Aug.-Dec. 2006

- Adjunct Business Management Faculty
 - Per teaching evaluations successfully delivered online Human Resource Management using WebCT for the Business Management department

Martin Luther High School

2002-2003

- Spanish Teacher
 - Built Spanish vocabulary, focused on the importance of grammar rules and cultural understanding, which resulted in first-year Spanish students having the ability to journal in Spanish within only seven weeks.

Tutored struggling students to ensure that they passed the course and built relationships with students, parents, faculty, and staff

Education:

Graduate Certificate, Communication Education, Minnesota State University, Mankato, GPA 4.0

Obtained May 2014

**18 credit certificate add-on that provides community college faculty with a completed Master's degree credentialing to teach communication courses at the community college level*

MBA, Southwest Minnesota State University, Marshall
Emphasis: Manufacturing, GPA 3.7

Obtained July 2005

B.S., Southwest Minnesota State University, Marshall

Obtained Dec. 1998

Major: Interdisciplinary Public Relations

Minors: Marketing and Spanish

*Spanish minor finished at the University of Morelos, Cuernavaca MX

Honors/Award/Highlights:

- Minnesota State Innovating Through COVID Recipient June 2020
- Obtained Quality Matter’s certification for several business courses; *Client Relationship Management, obtained perfect score upon first review* 2015-Present
- Acknowledged by student commencement speakers five of seven commencement addresses 2009-2016
- Invited to review “White-Paper” for a former college president 2016
- Obtained ACBSP accreditation for Riverland’s Business/Office Administrative Support program 2012
- MN State SkillsUSA Prepared Speech and Employment Skills competitions judge Apr. 2011
- Represented Riverland Community College at AQIP Higher Learn Accreditation Conference, Lisle, IL Nov. 2010
- Student nominated for MnSCU’s Board of Trustees Outstanding Educator of the Year award Dec. 2009
- Awards for Excellence Recipient May 2009
- SkillsUSA speech coach for MN State competition; many became national qualifiers 2008-2013
- Selected by past administration to represent faculty on the elite Quality Improvement and Leadership Committee. Group included: College President, Vice President, all Deans, with only two faculty chosen to represent all faculty of a multi-campus college 2008-2011
- Applied and received over \$4000 in Perkin’s funding for program improvements and equipment 2009

Invited Presentations:

- Quality Matters Annual Conference Presenter, “Reduce Questions, Increase Engagement in On-line Group Work with Free/Low Cost Tools” Oct. 2020
- Faculty Training Session, “Delivering Effective Presentations” Sept. 2018
- Adult Education Presenter, “Peaking Your Interest in a Business Career” Nov. 2016
- “Mastering On-line Group Work via VoiceThread,” Faculty Development Workshop Nov. 2015
- Career Day Presenter, “Peaking Your Interest in a Business Career” 2010, 2011, 2012
- Riverland Technology Conference, Presenter: “Building an On-line Presence Using Breeze” 2010, 2011

Publication Acknowledgements:

- Business Communications in Person, In Print, Online, Newman-Cengage Learning, 7th, 8th, 9th, and 10th edition 2010-2017
- Microsoft Windows 7 Configuration, Zacker, Cengage Learning 2011

Works In-Progress:

- On-going Quality Matter’s course reviews

- Academic journal future publication
- Seeking area AACSB accredited Ph.D. program

Research Interests:

- How technology increases student success in on-campus, hybrid, an on-line courses
- Using data to identify achievement gaps and bottlenecks in your program
- Organizational behavior

Teaching Areas:

Business, Management, Marketing, Office and Supervisory Management, Organizational Behavior, and Communications

Courses/Content Taught:

- | | | |
|---|---------------------------------------|--|
| ○ Principles of Business Management | ○ Fundamentals of Oral Communications | ○ Customer Relationship Management |
| ○ Human Resource Management | ○ Fundamentals of Public Speaking | ○ Time Management |
| ○ IT Project Management | ○ Multi-media Business Presentations | ○ Meeting Management |
| ○ Professional Preparation for Business Careers | ○ Interpersonal Skills | ○ Introduction to On-line Learning |
| ○ Principles of Marketing | ○ Conflict Resolution | ○ Employment Search Skills |
| ○ Internship Supervision | ○ Work Ethics | ○ Basic-Advanced Keyboarding |
| ○ Office Supervision and Management | ○ Workplace Human Relations | ○ Introduction to Computers |
| ○ Productivity & Project Management | ○ Workplace Diversity | ○ QuickBooks |
| ○ Creativity in Business | ○ Business Communications II | ○ MS Project |
| | | ○ Basic-Advanced: MS Word, Excel, Outlook, PowerPoint, Publisher, and Access |

Conference/Workshop Attendance:

- | | |
|--|------------------------|
| • “The Competitive Potential of Local and Regional Online Programs,” Quality Matters Annual Conference | Oct. 2018 |
| • “Self-Defeating Habits of Otherwise Brilliant People,” Minnesota State University, Mankato | Apr. 2018 |
| • “Increasing Engagement in Online Learning,” Minnesota On-line Quality Initiative | Feb. 2018 |
| • “Lights, Camera, Action: Recorded Lectures,” Minnesota On-line Quality Initiative | Nov. 2017 |
| • “On-line Synchronous Tools,” Minnesota On-line Quality Initiative | Mar. 2017 |
| • “Using Wiggo with D2L Brightspace for Student Collaboration,” Minnesota On-line Quality Initiative | Feb. 2017 |
| • “Engaging On-line Lectures,” Minnesota On-line Quality Initiative | Feb. 2017 |
| • “Technical Skill Assessment Project Workshop,” Minnesota Department of Education-Normandale Community College | Feb. 2011, Apr. 2017 |
| • “Business Law Conference,” Owatonna Chamber, MSP Law Firm “Web-X: Using Connect to Tie Course Material to Outcomes and Objectives,” Minnesota On-line Quality Initiative | Oct. 2016
Nov. 2015 |
| • “The Conference for Administrative Professionals,” Career Track | Dec. 2014 |
| • “Understanding, Analyzing, and Using Financial Statements,” Career Track | June 2013 |
| • “How to Use QuickBooks,” Career Track | May 2013 |
| • Southeast Business Education Technology Workshop, Rochester Community and Technical College | Apr. 2013 |

- Regional Business Articulation Agreement Conference; Mankato, Minnesota 2008, 2010, 2012
 - “Fundamentals of Project Management,” Career Track May 2012
 - “Customer Service Excellence,” Career Track Apr. 2012
 - “Business Communications: Mistake Free Grammar and Proofreading,” Career Track Feb. 2012
 - “Social Media Marketing,” Career Track
 - “Developing Emotional Intelligence,” Career Track Jan. 2012
 - “Accommodations in On-Line Learning,” Winona State University, Business Education Dec. 2010
 - “Using Voice Recognition in Business,” Winona State University, Business Education June 2010
 - Riverland Technology Conference (attendance optional) June 2010
- May 2010, 2011, 2012

Service to College:

- MNSU, Adult Learner Workgroup Member Jan. 2020-Present
- MNSU, Leadership Team Member Jan. 2019-Present
- MNSU, Stangler Initiative Advisory Committee Member Jan. 2019-Present
- Riverland, Christian Fellowship Student Club Founder and Advisor 2017-Present
- Riverland, Business and Office Advisory Committee Member 2005-Present
- Riverland, Wellness Committee Co-Chair 2012-Present
- Riverland, Wellness Committee Member 2008-2011
- Riverland, Technology Roundtable Committee Member 2015-2016
- Riverland, Foundation Fund Development Committee Member 2015-2016
- Riverland, SkillsUSA Student Club Advisor 2008-2013
- Riverland, Global Education Committee Member 2012

Service to Community:

- Invited by Granada Huntley East Chain (GHEC) Principal/Superintendent to represent district parents on pilot task force: Parent Advisory Board 2016-Present
- GHEC, Parent Classroom Volunteer (assist with elementary reading fluency) 2015-2016
- GHEC PTO Member 2015-Present
- Winnebago Elementary Parent Volunteer, (translate for Spanish speaking students and provide reading assistance) 2012-2014
- Winnebago Elementary PTO Member 2010-2014
- Junior Achievement Volunteer Teacher, Blue Earth Area (Winnebago Elementary) 2011
- Business Partners: Provided employee training on specific topics to several area businesses such as Mayo Clinic Health Systems, 3M, Weigh-Tronix 2004-2007
- Vacation Bible School Teacher and Hospitality Committee Member, Community Covenant and Life Family Church 2001-Present
- Assistant Coach Fairmont Area Summer Tennis Camps Summers 2001-2003

Professional Background:

- Diegnau Farms, Co-Owner 2001-Present
 - *Increased farming operation by over 200% in under 19 years*
 - Success attributed to strong work ethic, continued ag education, input research, educated grain marketing decisions, effective risk management, an understanding of cash-flow
 - Farm equipment operator
- STINE Seed, Business/Marketing Consultant: 2001-Present

- Plan annual business meeting for #2 district manager in a nationwide company, purpose is to distribute new product/program information and serve as an annual appreciation event; responsibilities include: Creating and preparing all marketing materials for dealer territory, arrange guest speakers, venue, awards, dealer appreciation items, menu, entertainment, agenda, and invitations
- *Top executives attend regularly, highest attended annual meeting amongst other district sales managers across the nation, marketing materials requested, customized, and purchased by other area district managers*
- Feed Management Systems, Sales and Marketing Coordinator 2001-2002
 - Provided leadership and organization for the sales staff, including setting and monitoring individual sales goals
 - Created and distributed marketing pieces, implemented the first uniform proposal template to be used by all sales staff
 - Organized sales shows, expos, and sales meetings
 - Within office handled both verbal and non-verbal communications for South American Spanish speaking clients
 - *Improved company communication processes by developing and implementing new documentation and procedures*
 - Approved and entered all sales orders, expenses reports, and time cards
- CableRep Television Advertising (Cox Communications), Account Executive 1998-2001
 - *Took initiative and developed a brand territory into the second most profitable region in a six-state area in less than two years with limited support staff or management supervision*
 - As territory manager, I developed/presented marketing materials and presentations, prepared/distributed client correspondences such as letters and memos, collected past due accounts, and was my own office manager
 - Designed and distributed client retention tools such as a monthly newsletter; this was later implemented by our entire region
 - Trusted by upper management to train and mentor new hires
- Southwest State University, Public Relations Coordinator 1997-1998
 - Organized/supervised university fundraisers and collaborative events with area high schools, which exceeded goals
 - Supervised campus committees and trained and recruited event volunteers
 - Created marketing materials for student university events such as flyers and press releases and monthly calendar/informational letter for all university clubs and organizations
 - *Built relationships with local businesses for financial support of fundraising events*

Affiliations:

- ACBSP Member 2008-Present
- AAWCC Representative, Albert Lea Campus 2008-2015
- NBEA 2013-Present
- SkillsUSA 2008-2013